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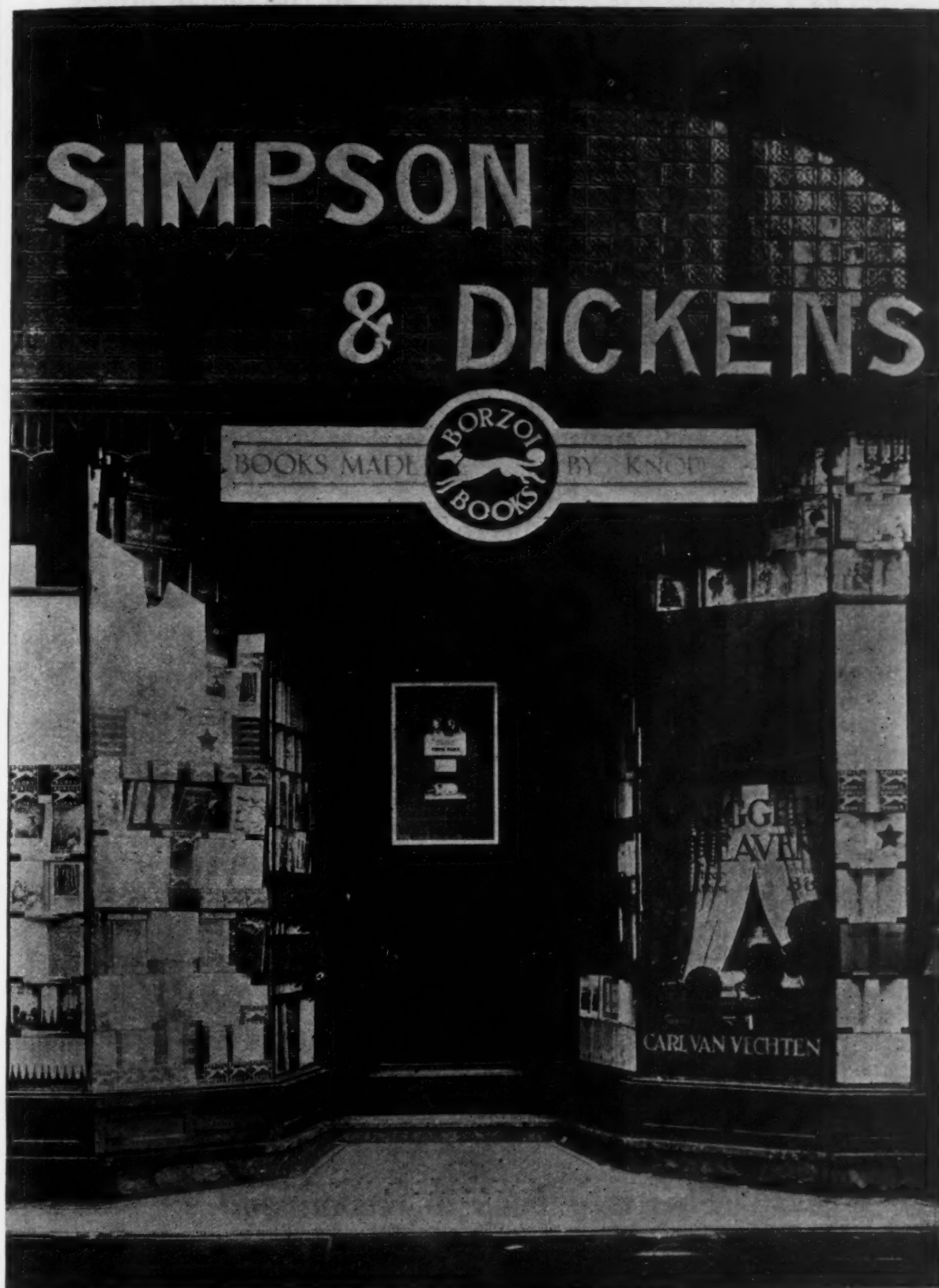
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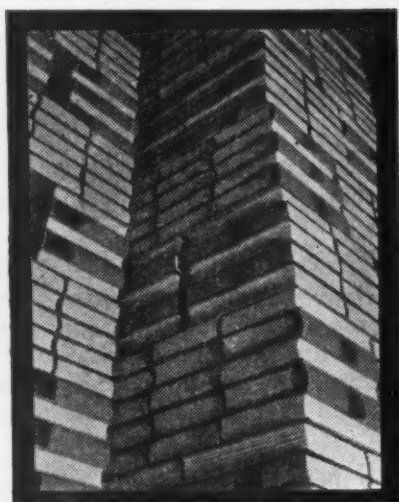
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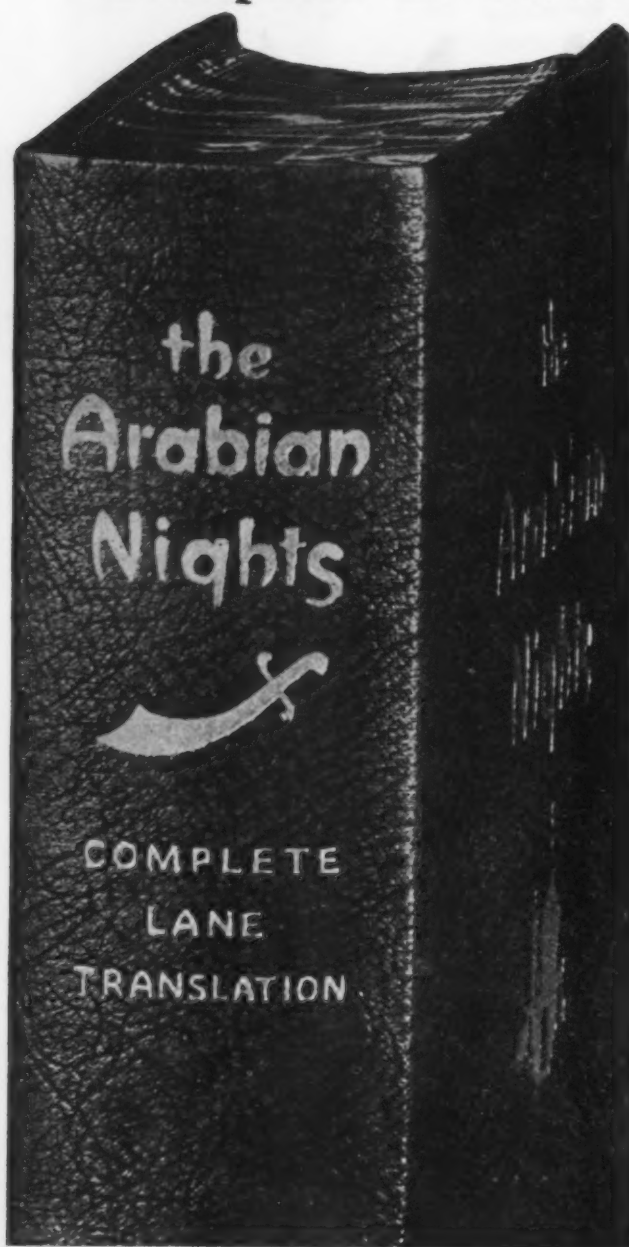
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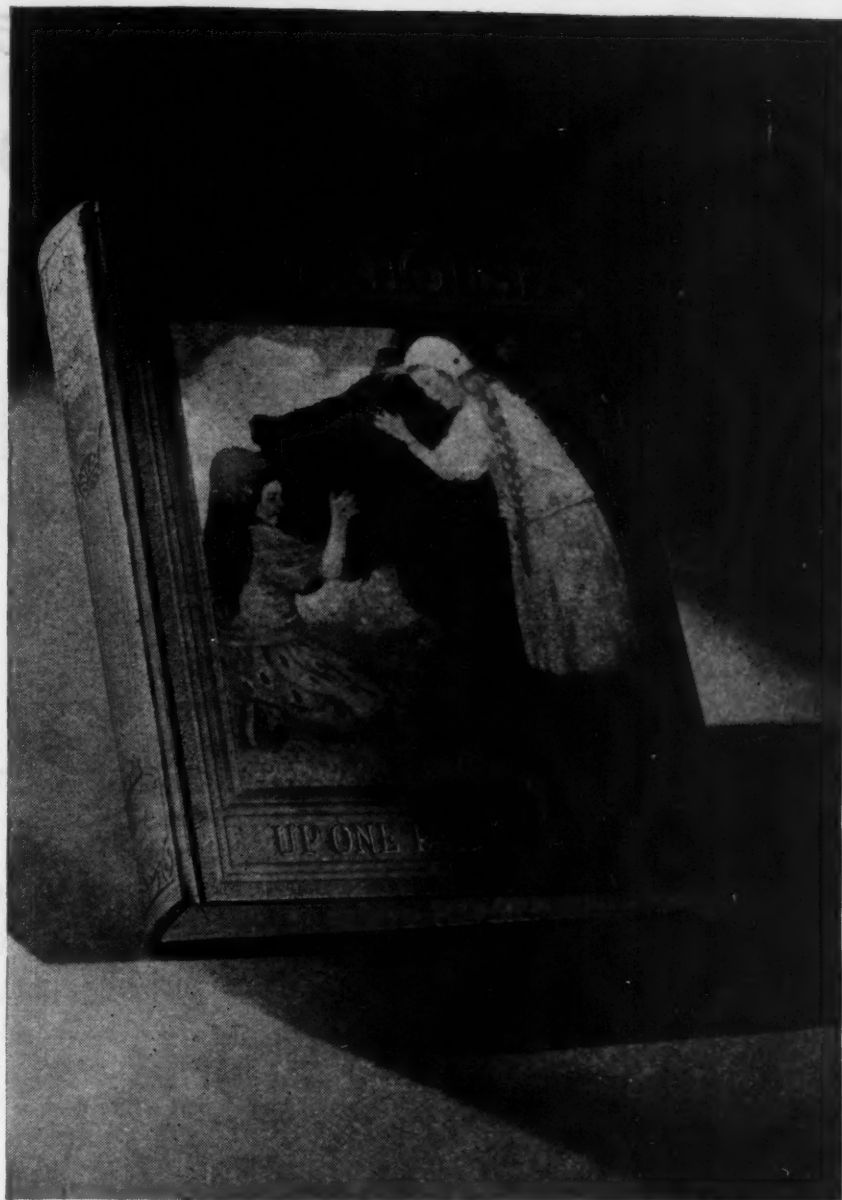
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**HARCOURT,
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The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, NOVEMBER 12, 1927

Selling Books in College Towns

W. E. Pearce

I

Introduction

THAT college, education, and books should have some interrelation is a common opinion, yet a survey of the institutions of higher learning will show that there is very little actual contact between undergraduate scholarship and productive writing. The myth is abroad, however, that one end to be gained from four years spent apart in study is the cultivation of a reading habit which will carry the true devotee of learning into new fields and an enlarged world. I rather suspect that it would take the erudition of a James

Branch Cabell to find that strange land where the student would live again in a world of books, where he would seek out his fellow students and teacher in order to use his new found knowledge.

It would, indeed, be a strange reversal. For the method now used in most of our seven hundred and fifty College Institutions, as I understand it, is for the teacher to read all but one book in his particular field. This one book, known as a textbook, the student is allowed to buy and to read.

That this method should be accepted

seems conclusive, for I have definite knowledge that it is the course pursued in seven hundred and forty of our Universities and Colleges. Ten institutions, or approximately ten, are out of step and do differently. Perhaps I should be satisfied to

accept this overwhelming vote; but for fifteen years I lived in a sort of a Utopia where the strange idea was abroad that it might be possible for the student also to read out of other books than the grand compendium known as a textbook. Now the reason for students wishing to read other books is not

MR. PEARCE, now a member of the staff of Alfred A. Knopf, Inc., was for many years at the University Bookshop of Syracuse University. He is writing for the Publishers' Weekly a series of three articles on the problems of the college and university bookshop. Mr. Pearce will follow these with articles on individual college bookshops.

clear. Some have contended that the teachers also read largely in these textbooks. Have not students found a marked similarity between the lectures received at times Monday, Wednesday and Friday at ten o'clock and the text which they had read from 9.45 until 10 on those days? Personally I have known a student who did not have time to read his text but perused other strange books. The results were startling. He wrote sonnets. A few people thought them quite beautiful, but the faculty sent him home for wasting time.

At first, my own position was as chief dispenser of these textbooks. I had tried to read some of them, but I would always find myself in a sort of coma after a few minutes. In looking at my watch I would discover that some time had elapsed unbeknown to me. I could only arouse myself by going for a walk. Then an unusual thing happened. A new Dean came into the University. He would come to the store and order books by unheard-of authors. When the books arrived they would be in gay bindings and jackets. My curiosity would be aroused, or, perhaps, I was suspicious of their contents. In any case, I would take them home. The effect on me was surprising. They seriously interfered with my sleep. With a textbook I could easily be asleep in fifteen minutes, but with this new sort of book I would find myself awake and reading furiously at one and even two o'clock. I would be up again early in the morning in order to finish before the store opened. If I should be caught reading one of this professor's books I did not know what might happen.

In the end I asked him why it was that he, a technical man, should be reading this kind of book. He told me his idea of reading and I was interested. Then I talked with some of the teachers. I found that some read a good deal and others did not. Some bought, earned, or were given mystic letters after staying a certain number of years in different schools. Some of these letters that I remember are Ph.D., A.M., D.Sc. and D.D. With a part, these letters seemed to take the place of any further reading. The owners were fixed for life just as they were. Gradually I found that the professors who were reading most of the time, and were ordering books, were the most interesting. I began to wonder why students did not read these professors' books rather than textbooks. I experimented in selling these books, and became enmeshed in a bookstore. Now fifteen years had gone by unnoticed until I found my hair growing thin on top. This I took as a sign that I was reaching that age when I could tell some of my ideas and experiences in a College Book Store.

To go more directly to the matter in hand, I have been convinced that a Book Store organized on broadening lines is, or should be, an essential part of any Univer-

sity that hopes to inculcate into its students any conception of general culture and intellectual interest. College is an approach to an intellectual life, not the life itself. To my mind, the man nearest arrives at the essentials of life whose undergraduate days have led him into definite habits of study by and for himself. Commencement Day should be the beginning, not the end, of study. To reach this position, the library and the bookstore are as essential as the professor and the class room. A case study of men of mark would bring surprising results in this direction. Did Darwin gather all his knowledge from the classroom and his teachers, or did he read, study and observe privately? This is too obvious, but what are our present methods of study?

The library is the store house of the past and the threshing machine of the present where the chaff is separated from the wheat. The bookstore is the mirror of the present in which any individual who cares to complete his own development can have a chance. This library, in its books, reflects the librarian or the selection of some professor. The bookstore should supply the opportunity for the individual to select for himself.

What then is the function of a bookstore in relation to a college? Well, the college bookstore has ever present as its clientele four important groups which it should serve, the student, the faculty, the university and the university community. With some effort it can extend its horizon to the families of the students and to the alumni. I think it would be interesting for the general public to see the buying factors as I saw them. I will take them up in some detail.

In looking back over my experience as a bookseller to a university, the most vivid impression I have is the picture of a tense, nervous Jewish boy fresh from that turgid bit of realism known as the Great War. He had been wounded and evidently the question of what life was all about had vexed him. A lecture by G. Stanley Hall had somehow, and I am not surprised, become fixed in his mind. He had come into the bookstore and had seen "The Life and Confessions of a Psychologist" of G. Stanley Hall on display. Promptly, without mental reservation, he had given me the price of the book. He was now the proud

possessor of a book; of G. Stanley Hall's book.

I was younger in those days, and such a prompt sale was not commonplace. I had bought this book half to sell and half to read myself. I was pleased with him, for he had told me the story of his meeting with Hall somewhere. But to complete the picture and my story. He started to leave. Part way down the steps he met one of his own professors. In his enthusiasm he stopped to show the book to that eminent man.

The professor registered surprise with many gesticulations. I was now the spectator and auditor of a debate which lasted nearly fifteen minutes. It was utterly beyond the comprehension of this scholar that a student should pay \$5.00 cash for a book or, to qualify the statement, for a book not a textbook. The good teacher argued that the student should at once return the book to me, the bookseller, and receive his money back. The student plainly knew that he wanted the book, had it, and was going to keep it. I can see him yet gazing after that professor, on that worthy departed, in blank wonderment as to what crime he had committed in buying a book?

Now in this story, for which I can vouch, are the three chief factors and many of the impulses of bookselling in the colleges. The student, the faculty and the bookseller.

For the student, I believe, the bookstore is as essential as the library or the faculty. I should place it ahead of the gymnasium, the chapel or any such adjunct to the University proper. I have discovered that although the average youth in the colleges is healthy and religious, he is also often ignorant, or better, inexperienced. In many books and in few men is experience. For it often is, or rather was often, the experienced man who writes books. To qualify "books" I do not mean "textbooks." I regard them only as a necessary evil; necessary because of the limited facilities of libraries, bookstores and pocketbooks; evil, because any person who is exposed to so many texts for eight years forgets "Kidnapped," "Ivanhoe," "King Arthur" or whatever book he had that thrilled him and kept him out of bed in those younger days when books were books and not textbooks.

And now for the student. There are

men who enjoy fishing for other than publicity purposes whether they use worms or flies. There are women who feel younger when the new minister smiles and looks the second time. I doubt, however, if they have had quite the pleasure that I have had in introducing the coming generation to new books. As a definite estimate I should say that three-fourths of the students come from non-book reading homes. The cash register of any bookstore supports that estimate. *You will see that I am an optimist or the figure is too low.* But the other one-fourth are leaven to the loaf. These students come to the bookstore and sometimes gaze in open-eyed wonder at all of these books. They are surprised that some of the books cost over \$.75 and are published in 1927. They are thinking of the general store back home that kept books at Christmas time, or of the library whose budget has not allowed it to buy many books published since 1925. I have often heard them remark, "I would like to have all of these books." But looking a little deeper I would find that they did not recognize a single author or title. If they did it was to say, "Oh, yes! I read that in the *Cosmo*, or the *Post*." Then I would feel badly to think of that salesman who had put one over on me.

But this was my problem and the problem of the faculty: 4500 students were with us ready and sometimes willing to be introduced to books, and 1500 to new books. For the student, it was a case of being in a strange church. They knew no one or rather no book. I could liken myself to the minister, for I held an official position. In time I might introduce one book to all of them or one of them to all the books. But for me, my assistants, and the faculty to introduce all books to all the students was impossible. But at least something could be done. The student body in time reached a per capita buying power of \$10.00 each per year. The secret of how, I believe, is simple. The students were ready and willing. My part was to convince the faculty that the student could afford to buy books. To any doubting Thomases in this question of student buying power, I refer you to all moving picture houses in all college towns; to all automobiles owned, operated or parked on, or in the vicinity of all colleges, unless

banned; to all dances held with or without permission in all but some universities. The purchase of \$60,000 worth of books per year in one university did not prevent one dance or close one movie, or untire one automobile. Further, no burial permits were issued due to starvation, freezing or sunburn.

My experience has been, and I have had an opportunity to demonstrate and to study the book buying ability of the student, that he is easily convinced of the importance of reading and of forming a satisfactory personal library of his own. He is handicapped in part by the attitude of the faculty and administration, but more particularly by the absence of suitable bookstores and booksellers. I must be clear on this point. There needs to be no compulsion in regard to book buying. The bookstore should compete with the library in that the student should decide "Shall I buy the book or shall I read it in the library?" It should compete with the movie, and the dance for the student's money. Who is willing to say that a friendly, carefully stocked, well-managed bookstore is not an asset to any university or college? Where is the ad-

ministration which is not concerned with the auto and the dance? On the other hand where is the administrator who will concern himself in aiding the establishment of a proper bookstore, by his personal interest, or by using his influence in securing a favorable location. Bookstores have been established to save money for the student but not often for cultural purposes. It is usually ham-strung to begin with by an edict to cut prices, by its location in the last basement room available, or by placing it in charge of a temporary manager who is usually more concerned with something else. On the other hand the publishers are often to blame in giving such discounts as to force these managers to do an immense volume of business in second-hand books, fountain pens, etc., to make up their losses in new text-books.

This then is the average-university student attitude towards books and an explanation of why he has such bookstores as he has. I know, however, of a few who have seen further and have solved the problem. I know also of a few booksellers who have the vision to see the need and opportunities of the College Bookstore.

The second of Mr. Pearce's articles, on "The Faculty, the Bookseller and Bookselling" will appear in the November 26 issue.

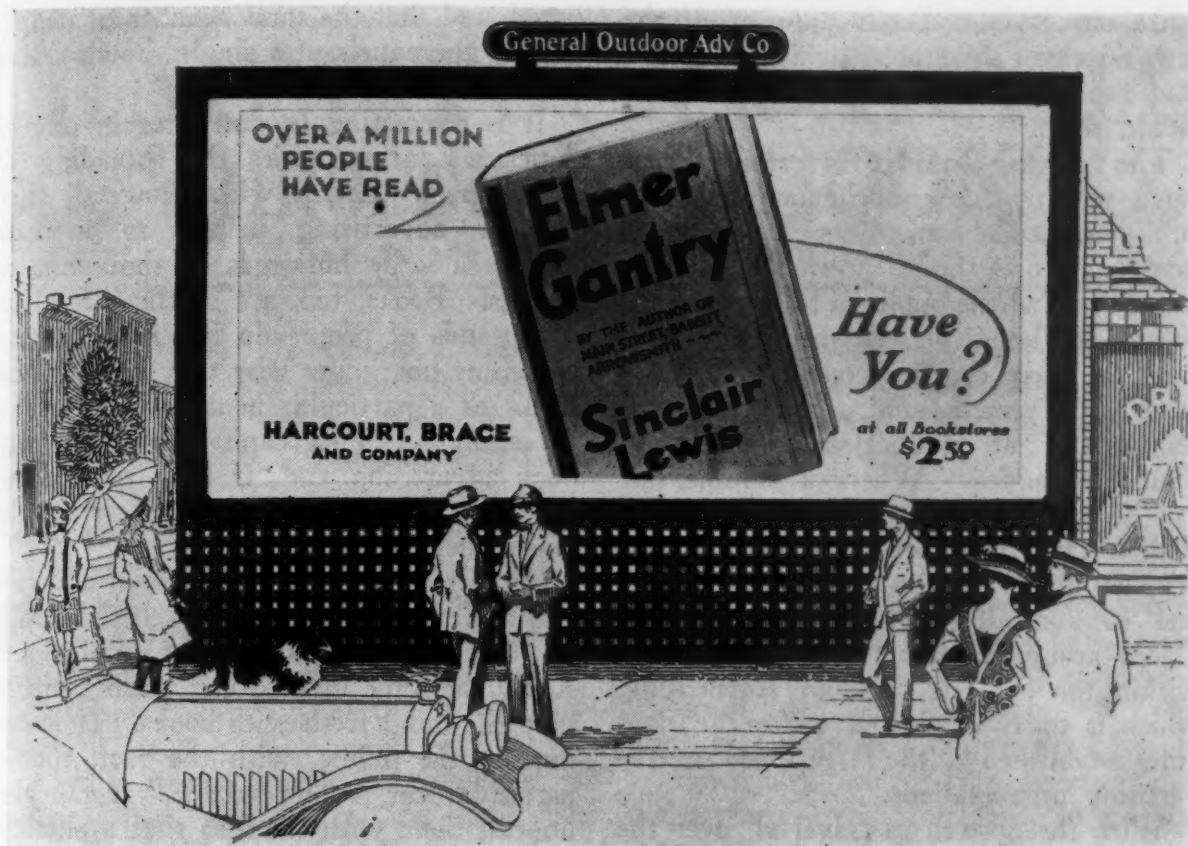
Outdoor Advertising and Book Promotion

Herbert L. Steiner

SUCH books as the "Mauve Decade" and "Our Times" have been bright spots in book sales during the past year. Dealing with a period already historic, they are reminders of the almost revolutionary changes in living conditions, which have taken place within the lifetime of millions of us who still consider ourselves young. These conditions must be taken into account in selling books as well as in writing them. The presence of millions of automobiles on the streets, the general outdoor life of the public, the

American desire to be "on the go," have certainly changed the conditions under which books must be sold—and advertised. The first thought would be that by reducing the reading time of the average man or woman, these conditions would affect the sale of books. As a matter of fact, when they are recognized they may be used to stimulate their sale.

There is a new and wider market for books today as a result of increased incomes and the desire of the average American to advance socially and culturally. Let



The "Elmer Gantry" billboard which has been used in six places in New York, along Broadway and Riverside Drive

a book like "Napoleon" or "Elmer Gantry" appear and every stenographer, every clerk, every young married woman—and many business and professional men—feel that they must be able to talk about it.

To take the utmost advantage of today's outdoor life and at the same time to reach this new "mass market," a number of publishers and dealers are turning to Outdoor Advertising, which has undergone many refinements in recent years to fit the demands of advertisers.

It should be explained that there are two different types of Outdoor Advertising. One consists of "painted bulletins." These are placed in the most conspicuous locations possible in and about the city. The painted bulletin may be as large as 75 feet long and 15 feet high. It has large ornamental columns and mouldings to frame fittingly the message presented. Each bulletin is individually painted from a design made by an artist. Thus it can include striking, attractive colors, interesting pictures, as well as a few words of description. They are generally used for periods of four to six months or more, with

the same design. The painted bulletin is useful for giving high power to advertising because of its size and outstanding position. It also places the book or the store before great crowds of people. As the locations are individually selected, an advertiser can cover sections of the city where his best prospects live or travel, without waste of expenditure. For example, a book on golf could be economically advertised on roads leading to golf clubs, a book on finance in business districts, etc.

"Twenty-four sheet-posters," as they are technically called, comprise a second form and consist of large paper posters, placed with paste and brush on the familiar green-painted poster panels. Each of these panels is 12 feet high and 25 feet long. They are used only in sets, called "showings," consisting of a number of locations distributed thruout the city to cover all channels of traffic.

The procedure is to have a design made by an artist. This is then lithographed in the necessary colors. All the posters are posted on or about the same day, so the

entire city is immediately apprised of the new novel or biography which everyone who aspires to a reputation for culture should read.

The General Outdoor Advertising Company, which is now serving a number of publishers and booksellers, recommends that bookstores build prestige and constantly remind the public to buy books thru painted bulletins on the principal thoroughfares, as these can be economically maintained the year around. For Christmas selling and at graduation time, posters should be added. Where a volume sale can be expected on an individual publication, it may profitably be advertised with "custom-made" posters, which are quickly and economically prepared. Small signs placed around promiscuously do not come within the field of Outdoor Advertising, which is today conducted under the rigid rules established by the large Outdoor Advertising organizations.

With the growth in travel all over the streets of every city and town in the country, the circulation of Outdoor Advertising has naturally grown. Recently a number of checks were made in various cities. It

was found that the total number of people passing the panels of a single showing was three times the population.

It is interesting to note that in one of America's largest cities the spreading of the message "Say it with Flowers" thru outdoor advertising helped to increase flower sales by hundreds of thousands of dollars. Books, too, are in the gift class. Thousands of people do not read literary criticisms nor know why they should read books or a particular book. But they all go outdoors. They can't help seeing outdoor advertising and, if they read about books on the panels they pass, these are the books they will buy.

Furthermore, if the repetition of a phrase and a pleasing picture can teach the public to "Keep that School Girl Complexion," surely the same method can teach them to keep the mind fresh with books. If it can impress the public, with the fact, that a particular car is "dependable," it can also impress them with the idea that a particular book is interesting. Thru such merchandising, the barriers around the book-reading market may be broken down and books become a new field for mass selling.

Canada Celebrates Its Book Week

Grace Tremeeer

Executive Secretary, Association of Canadian Bookmen

CANADIAN Book Week, usually the last week in October, is largely the effort of the Canadian Authors' Association, a very active and interesting body having local branches all over the Dominion. It is sponsored as well by the Association of Canadian Bookmen (the publishers' and booksellers' publicity organization); but since it is a highly specialized campaign, run at a time when a bookseller must look well to *all* of his stock, obviously the author, whose interests are undivided, is the best suited to carry on the interest-arousing and educational effort.

For the booksellers' part, stores are provided by the A. C. B. with large stream-

ers, four feet long, printed in red and black and bearing the legend: "*Know Your Canada Through Her Books.*" These are used in windows and interior groupings emphasizing the *current* Canadian books of which there are each year quite sufficient to draw attention by their own worth. Many stores have features for the Week. The Henry Morgan Co. of Montreal, for example, each year celebrates the week by a series of afternoon talks held in its store. The talks are given by local members of the Canadian Authors Association and are really brief and often very witty reviews of each other's books. They are very well attended. Indeed, towards the end of the week, when the

KNOW YOUR CANADA THROUGH HER BOOKS

[Ask to see the New Canadian Books]

Streamer of the Association of Canadian Bookmen especially prepared for Canada's Book Week. The streamer was very carefully worked out, even to the insertion of the names of the provinces in the border. The lettering is black and the Canadian maple leaves and border lines red.

word-of-mouth enthusiasm has been passed on by the first audiences, there is standing room only. These lecture afternoons have become an institution in Morgan's and in Montreal, and each year the value of the cumulative effect shows in the book department.

Other stores have other methods of rousing local interest, as the radio talk from Wendell Holmes, Ltd., in London, Ont. Many booksellers have lists of Canadian books, supplied by themselves by publishers or by the A. C. B., which they display and distribute. This year, of course, an immense amount of effort centered about "Jalna," the *Atlantic Monthly* prize novel by Mazo de la Roche. The tremendous publicity given to this book both at home and abroad, coming as it did in October, could not help but react to the general benefit of Canadian Book Week. Other books by such well-known writers as Marshall Saunders, L. M. Montgomery, Frank L. Packard, E. Barrington, Arthur Stringer, etc., helped, but no book for many years has centered such interest on Canadian letters as has "Jalna."

The radio was used for talks on Canadian books in such cities as Montreal, Toronto, Ottawa and Winnipeg. A novel idea was used by the "Jack and Jill" book-play, fortnightly feature of C.K.C.L., Toronto. Jack and Jill interviewed Marshall Saunders in person over the radio about her new book, "Esther de Warren." It was a real interview, the speaking done extempore, and the same sort of questions asked and answered as tho there was no audience listening in.

Librarians, too, used the streamers supplied to booksellers and did active publicity

for the week. Many, like W. J. Sykes, Chief Librarian at Ottawa, were asked by local Clubs, or themselves suggested to local Clubs, a reading course of Canadian books. This was particularly suitable because of 1927 being the Diamond Jubilee year of Canadian Confederation.

Practically every city newspaper of importance in the Dominion ran a feature article or a full page during the week. The Canadian Authors' Association sent out editorials as well that could be used wholly or in part by the smaller papers, so that many of them, too, ran material.

Local authors last year during the Week addressed every high school and private school in Toronto, and this year their plans were of a similar nature. Their talks varied, but all centered about the main idea of building up a national literature. Canadian Book Week is not a drive for the encouraging of the reading of native work on patriotic grounds; such efforts, unless they are backed by unusual merit, are short-lived and ultimately defeat their own purpose. Rather it is an educational campaign. Canada, like all young countries, is diffident about her own prowess and possibilities. But Canada, like all virile countries, is producing sound writers, and it is essential that they be given a hearing by their own countrymen. So Canadian Book Week is not designed to stir up a fervor of patriotic enthusiasm and flag-waving; rather it is to let the public know what kinds of books there are written by Canadians, to show that the best of these books rank with the good books of other countries, and ultimately to prove that good literature—the great books that live for always—is international.

Chicago Book News

Milton Fairman

of the Chicago Evening Post

WARD MOORE, owner of a bookstore in the Lake-State building was arrested on charges of displaying improper pictures in his window on complaint of the agent of the building. The agent declared Mr. Moore had refused to remove a number of grotesque drawings, including several of nude negresses, when a number of women tenants of the building had complained about them. Among those who found the pictures objectionable were the officers of the Daughters of the American Revolution who have offices in the Lake-State building.



THE W. P. Blessing Company has moved into its new quarters at 63 East Adams Street after having to vacate the former premises at 208 South Wabash Avenue. Mr. Blessing on a recent visit to New York increased his stock by a carload of second-hand books—50,000 volumes in all—and now boasts the largest collection of religious books in the country. The new purchases are described in the Blessing bulletin No. 21.



ANOTHER drive against "improper" literature was launched at the convention of the International Purity League which was attended at La Crosse, Wisc., by many delegates from Chicago. Members of the conference were urged to read improper books that the league might better halt their distribution. Confession magazines were condemned because the minds of young people were "poisoned" by their contents. A suggestion was made that the crusaders tear objectionable advertisements from magazines and return them to publishers with the notation "We don't want these in our home."



THE Misses Paula and Valeska de Molchin have opened a rental library and bookstore, the River Bookshop, in room

1124 of the Builders' Building, 228 North La Salle Street. Their store is the first to be opened along the recently completed Wacker Drive. Miss Paula de Molchin was for some time connected with Vera Valentine's bookshop.



THE Washington Book Company, 1012 Rush Street, is interested in making its collection on Dickens one of the best in the country. In its pre-holiday exhibits, the store includes some fine examples of Dickens' first editions.



THE rental library, which has always been a feature of the book section of the Davis store, announced the other day that its circulation has more than doubled in the past twelve months. Recent alterations in the Davis store greatly increased the size of the department.



A NUMBER of interesting catalogs have been issued recently by Chicago booksellers. Among them is catalog No. 15 of the Argus Book shop, 434 South Wabash Avenue, which was first published in an elaborate first edition of 500 copies signed by printer and publisher. The stock was quickly exhausted, and the booklet, listing some 500 rare first editions was reprinted.

The fall catalog of Americana containing descriptions of more than 700 items, is now ready for distribution at Wright Howes' bookstore, 1144 South Michigan Avenue.

The Illinois Book Exchange, located on West Madison Street, has published a catalog of Americana, rare, and out of print works, which may be had on application. A number of legal works are included in it.

Walter M. Hill, 25 East Washington Street, now has a "clearance catalog" listing items taken over in a recent general purchase.

An Albany Bookshop



A view of the interior of Mrs. Leake's new shop in Albany, New York



The charming exterior of Mrs. Leake's Shop. After fourteen years in one place the shop has moved—but only a block away

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

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I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

Ninth Annual Book Week

BOOK WEEK is now the most familiar event in the book world; the institution is in its ninth year and will soon be out of childhood into adolescence. Few would have prophesied so lusty a growth. There is not a state in the Union where observance will be lacking this week. It is bringing together, in the healthy relationship of a common cause, a host of bookloving people. It has undoubtedly helped along the rapidly growing school library movement, it has given the public library a broader activity and it has done much to enrich the home bookshelves of American boys and girls. It has been copied in other countries and has outlived a score of "weeks" in our own land. And it has done this because its purposes are in line with public interest and private pleasure. There has been no standardizing of Book Week's observances and no attempt to control the manner of its usefulness. Publishers have given generously to its funds without ever asking what their personal gain would be and teachers, librarians, booksellers and scout leaders have given freely of their time and energy, seeing in the general movement of "more books for children" a constructive program in accord with their own aims.

Facts on Retailing Costs

EVERY bookseller who carries stationery or office furniture and booksellers who do not carry these lines but who are interested in the problems of the cost of doing business (and who is not?) should send \$1.50 to the Bureau of Business Research, Harvard University, Soldiers Field, Boston, and obtain a copy of "Operating Expenses of Retail Stationers and Office Outfitters in 1926." This piece of research has just been completed, having been undertaken with the cooperation of the National Association of Stationers, Office Outfitters and Manufacturers. The figures were collected during the spring for the calendar year 1926 and were carefully analyzed from various points of view.

The deductions will be carefully reviewed in the *Publishers' Weekly* and comparisons pointed out between this field of stationery and books. The outstanding figures of interest are that the gross margin of 262 firms in various parts of the country is 33.4%, total expense including 2.2% interest on money used is 32.3%, net profit 1.1%, stock turnover 2.7.

The College Bookstore

FOR several years the problem of the college bookstore has been to the front in trade circles. The new attitude toward books on the part of college faculties has been a stimulus to general reading on the campus, and the booktrade has realized that this change in opinion not only means more business on the campus but means a training in the love of books for thousands of young people.

When the College Bookstore Association was organized a few years ago, one of its active sponsors was W. E. Pearce of the bookshop at Syracuse University, a bookseller with well-rounded experience of his own and a broad general interest in book distribution as a whole. Mr. Pearce has lately become a field worker for A. A. Knopf, Inc., and has had opportunity to visit college campuses and to study college bookstores up and down the country. The *Publishers' Weekly* has been glad to be able to enlist his interest in preparing a series of articles on the college bookstore,

describing its present status and peculiar problems with further discussion in the form of descriptions of successful individual stores. The series begins in this number and will be continued every two weeks.

The Selling of Rare Books

IN the third number of each month the *Publishers' Weekly* now carries an extended department in the interest of those who are engaged in the selling of old and rare books and fine editions. The present weekly department will be continued, with increased emphasis on selling rare books, but the monthly department will give an opportunity to concentrate in one place important articles and discussions that will be of real assistance and interest to the dealer in this field.

Tho the chief concern of the *Weekly* will be as before the always exciting field of the publication and distribution of current and standard books, its editors have seen with satisfaction the growth of interest in the Good Bookmaking and Rare Book Departments. The Rare Book Department is much the older of the two, but it now somewhat follows the lead of its younger sister. The *Weekly* has used as much Rare Book material every month as it now plans to use in the future, because Rare Books have a way of being news and demanding a place for themselves even on the front pages of metropolitan dailies; but it is felt that the value of the department will be increased if it is unified, and rare book news featured regularly in an enlarged department on the third week of the month instead of every once in a while as hitherto.

Fine Printing in the Library

AS many of the books of fine typography are issued in limited editions and as large public libraries and college libraries are collecting volumes in this field, there is a very decided effect on the demand and on the number that are available afterwards for the collector's market. The interest in fine bookmaking has aroused a very decided response in most large communities where there are printing shops, and many of the workers in the printing

field must rely on the library for the opportunity to examine the best product.

In the college field, too, there is a very sympathetic reception of fine books, an instance of which is shown by the catalog which is printed by Stanford University describing the collection of books presented to them by a large group of generous friends. The collection includes books from early presses and from modern presses of England and America. It is naturally strong on California presses with a good collection of the best things of John Henry Nash, the Grabhorn Press, Taylor & Taylor, and the Windsor Press.

George Thomas Clark, the librarian, says in the introduction to the catalog that "one of the greatest assets of an educated man or woman is discriminating taste and the capacity for appreciation and love of art, something difficult to inculcate by formal instruction but likely to be developed thru exposure to the intangible influence of beautiful surroundings. That this exhibition of notable examples of the printers' art will be one factor in the accomplishment of an end so much to be desired is the hope of the donors."

The Possibilities of Outdoor Advertising

OUTDOOR advertising, which has been tried by booksellers in several cities, usually in the form of a rather permanent sign, has lately appeared as a new form of book promotion in New York City for current publications. There have been signs for Ludwig's "Napoleon" at Forty-second Street, for "The Story of Philosophy," for "Trader Horn," for "Elmer Gantry," for "Sorrell and Son" and other Knopf publications. Herbert L. Steiner of the General Outdoor Advertising Company has had charge of this work and the *Publishers' Weekly* has asked him to outline his theory of the use of outdoor signs in bookselling. His article appears in this issue.

This is
BOOK WEEK
A National Observance
November 13-19

The Census of 1927

THE important census of manufacturing production, which has been taken every two years since 1919, will be again undertaken for the year 1927, and forms will go out to publishers the first of the year. The Director of the Census, William M. Steuart, asks the publishers for their continued interest and attention to this important undertaking, the figures from which will gradually give a clear picture of the growth and development in the various fields. Last year the census blank in the field of book production was carefully prepared in cooperation with the National Association of Book Publishers, and comparison of 1927 with 1925 will give an idea of what types of books are in increasing demand.

Mayor Thompson Offers a Prize

MAYOR THOMPSON has offered a prize of \$10,000 for a history book to be used in the Chicago schools, which will tell the truth about the two wars with England. The book is to be passed upon and recommended by a committee of educators. The contest is open to everyone, and the winner is to be announced July 4, 1928. Christian B. Paschen, treasurer of the America First Foundation, is the donor of the prize.

At the continuation of the trial of Superintendent McAndrew on the second of November, Frederick F. Schrader, an accredited German propagandist in this country during the war, attempted to show how Great Britain corrupts this country. Educators, editors, churchmen and writers are paid for their pro-British sympathy, not in money, but in social recognition, decorations and international marriage. When his address was finished, it was moved for Mr. Andrews that his speech be stricken from the records as there was nothing that connected Mr. McAndrew with the testimony.

The Joint Committee on Public School Affairs in Chicago, made up of representatives of 29 civic organizations, adopted a resolution protesting against the methods used in conducting the trial. The resolution pointed out that altho the trial has continued four or five weeks, the original

charges have not yet been argued. The obvious intention is to prolong the trial until the superintendent's contract expires in February.

Mayor Thompson has gone to Washington to demand flood control legislation. When he returns he will be waited upon by a committee named by the Grand Council Fire of the American Indians who will demand that when American histories are rewritten the Indian be given a fair deal. They contend that historians have shown the Indian as ungrateful, murderous, irresponsible and wicked.

Tho it now seems to be doubtful whether the Chicago books will be burned, Mayor Thompson was one of this year's "guys," effigies carried thru the streets by London children for a few days before Guy Fawkes Day when the guys are burned.

Printing Competition

EACH year the American Institute of Graphic Arts gathers specimens of the best printing for commerce, and this material, after being winnowed by competent judges, is shown in New York and then goes on tour around the country to museums, libraries and schools. The call for material for the 1927 exhibit has now been sent out, and specimens should be directed to the American Institute of Graphic Arts, 65 East 56th Street, New York. Design, craftsmanship and excellent presswork are the important considerations in this exhibit. Newspaper and magazine advertisements are not eligible, but publishers' catalogs, circulars and other commercial printing are suitable for the competition.

For Clipping Newspaper

THE New York Public Library obtained a conviction against a young author for clipping newspaper material from 1903 files, and the judge gave a sentence of four months in jail. Public libraries find it extremely difficult to obtain evidence against such vandalism, and it is only with difficulty that they keep old bound magazines and newspapers intact. A good many people consider it is much easier to clip a paper than to copy and have a very loose idea that nobody would ever be looking at that particular page again.

Music Books in the Bookstores

Fall Publications Point to a Continuance of This Significant Tendency

THOSE who have studied the fall lists of the publishers have not been able to overlook the continued publication of books about songs and ballads, nor fail to note the high quality of those being issued. Carl Sandburg's "American Songbag" is certainly a distinguished leader. Sandburg's fondness for his guitar has led to his becoming somewhat of an authority on folk songs, and yet this book presents itself more as a contribution to American literature than as a collection of songs. Another fall publication that has literary and historical value is "Yankee Doodle-Do" by Grenville Vernon, a collection of songs of the early American stage (which strangely enough seem to have escaped the intensive research every other kind of Americana has netted) illustrated with playbills, portraits and contemporary caricatures. And there is Charles Finger's "Frontier Ballads."

Of less literary importance, but vastly amusing, is "My Pious Friends and Drunken Companions," songs and ballads of conviviality collected by Frank Shay for which John Held, Jr., has done magnificent woodcuts. Among the other books of songs and ballads this year are Ethel Park Richardson's collection of "American Mountain Songs" edited by the well-known ballad-singer, Sigmund Spaeth, and his own collection, "Weep Some More, My Lady."

The publication this fall of "The Song Book of the American Spirit" reminds us that this recent interest in song books was preceded by the steady sale of books of songs for children, colorfully and attractively presented by such artists as Willebeek Le Mair and Boutet de Monvel. Among these volumes are "Little Songs of Long Ago," "Old Dutch Nursery Rhymes," both published by McKay, "Old Songs in French and English," "The Playtime Book" (songs from Mother Goose and other familiar sources), both published by the Penn Publishing Company, etc.

With the first burst of the ballads a few years ago booksellers recognized that they had a field that could be made the most of at the time but it is doubtful if they realized that the white-hot enthusiasm would not entirely die out but would settle down into a steady, sure heat. Yet this is what has happened. We approached five publishers of books of ballads and five booksellers and discovered that, while hundreds of copies are no longer sold every day, the books have a smaller, steady sales value. Two or three copies of each ballad book published seemed to make up the stock of an average-sized bookstore. Booksellers, in spite of frequent wonderings, have nothing to fear from music stores in selling books of this kind, for according to



Silhouette of Carl Sandburg driving his milk wagon. From "The American Songbag," Harcourt, Brace

the same five publishers the average of their sales to bookstores is 85% as against 15% to music stores and, if anything, the percentage to the bookstores runs higher. One publishing firm explained that its sales are "only accidentally thru music stores, if at all."

Dr. Spaeth's "Barber Shop Ballads" was the first wildly popular book of ballads and it was closely seconded by James Weldon Johnson's First and Second "Book of the American Negro Spiritual," whose sales were furthered by the various recitals given by Paul Robeson and Rosamund Johnson. Other collections by Spaeth, "Words and Music," and "Read 'Em and Weep," were joined by Emmet Kennedy's "Mellows," Handy's "Blues," "Iron Men and Wooden Ships," "The Book of Navy Songs" and last winter's very popular "Bronx Ballads" by Robert A. Simon.

It remains to be seen how receptive the public will be towards "The American Songbag" and the other books of this season. The report of the booksellers and publishers insures a steady interest in such books, and there is every reason to believe that the distinctiveness of these particular volumes will enable them to exceed the slow steady sales and attain to general popularity.

Takes Up Price Maintenance in Earnest

PPRICE maintenance in its many phases will soon be made the subject of a broad investigation by the Federal Trade Commission with a view to establishing a guide for Congress in future legislation on price fixing, distribution and kindred topics.

Acting on its own initiative the Commission will seek to learn the facts about

(1) The advantages and disadvantages of resale price maintenance to manufacturers, wholesalers and retailers;

(2) Costs, margins and profits of manufacturers and distributors and the prices to consumers; (3) Causes and motives for price cutting by distributors; (4) The relation of retail price maintenance to the multiplication of distributors.

The investigation will be under the general supervision of Dr. Francis Walker,

chief economist of the Federal Trade Commission.

The Federal Trade Commission will thus be carrying out one of its chief functions, that of being an impartial fact finder for Congress in the realm of trade and industry. Several bills providing for resale price maintenance have been introduced in Congress since 1920, notably the Merritt bill, the Kelly bill, the Wyant bill and the Williams bill.

Resale price fixing presents probably the most perplexing question before the Federal Trade Commission and the trade and industrial associations today. Conflicting decisions have been handed down by the courts. Among commercial leaders there is a sharp division of opinion as to the extent to which prices can and should be regulated. It is expected by the Federal Trade Commission that this investigation will go a long way toward clearing up these difficulties, as this will be the first really comprehensive investigation of the subject undertaken.

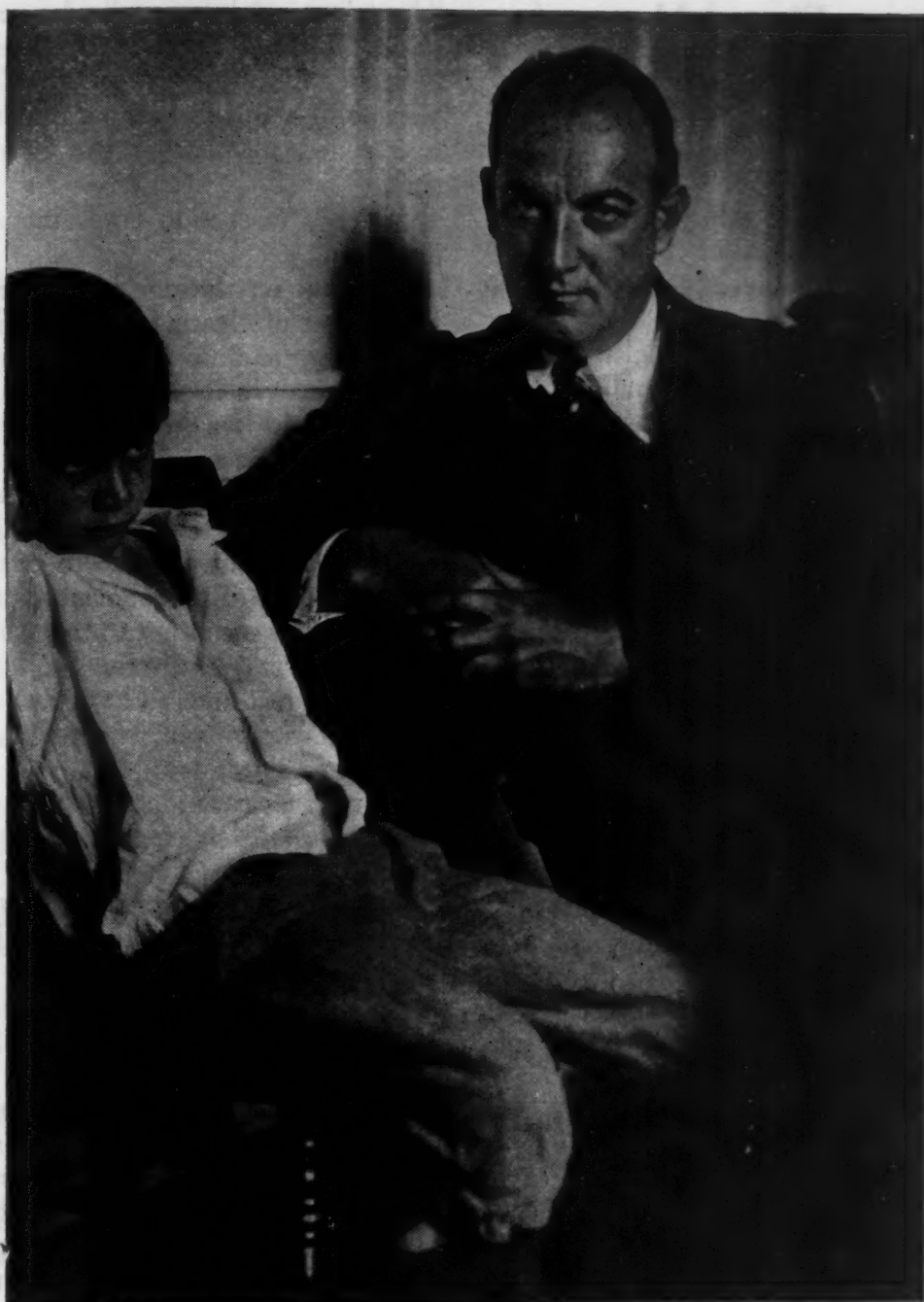
Resale price fixing is being widely discussed today thruout trade and industry. Back in 1916 a referendum of the Chamber of Commerce of the United States showed seventy-four per cent of the votes cast in favor of legislation permitting resale price maintenance. Last year in a similar referendum fifty-four per cent of the votes were for resale price maintenance laws. The Commission today believes agitation for this kind of law making will continue.

Studies of the effects, advantages and disadvantages of price fixing are now in progress in many parts of the world. Thruout the British dominions an organization known as the Proprietary Articles Trade Association seeks to stipulate what shall be the resale prices for the products of wholesalers, manufacturers and retailers and in each of these countries there is agitation as to what constitutes unfair practices in restraint of trade. Their problems are strikingly similar to those of trade and industry in the United States.

Too Literal

"Is this a free translation?" asked a customer in a bookshop.

"No, sir," replied the clerk. "It will cost you two dollars." —*Pathfinder.*



Courtesy of J. H. Sears Co.

Fathers and Sons Read Together

THERE is a growing tendency among men who are fathers to do bookbuying for their sons and so pass on to them books they enjoyed as boys, rather than to relegate all the literary purchasing to the mothers.

This was noticed three years ago and motivated by the National Association of Book Publishers' poster showing a boy and his father reading together and by the attention Rotary Clubs have paid to fathers choosing books for their sons. More and

more fathers can be discovered in the juvenile departments of bookstores making their selections and their purchases. Booksellers report that these visitors are asking to look over the books of such writers as Henty, London, White, Altsheler, Howes, Schultz, McNeil, Kauffman and Sabin. A further evidence of this development is given in the new Father and Sons Library published by the J. H. Sears Company. The frontispiece to these volumes is reproduced above.

Bookman Elected Mayor of Princeton

B. F. BUNN, manager of the University Store at Princeton was elected mayor of that small municipality on November 8th. Mr. Bunn has built up the business of bookselling in Princeton to a notable level and his shop is a model of its kind. He has been one of the active leaders in the College Bookstore Association since its founding.

The election was warmly fought and attracted much attention in the press because of the ruling by the election commissioners deciding that all the students and many of the faculty were not entitled to vote because of non-establishment of residence.

French Magazine of the Graphic Arts

A DISTINGUISHED new periodical in the field of the graphic arts has begun its appearance, a quarterly entitled *Arts Et Métiers Graphiques*. The first number is one of great beauty in production and with a fine breadth of interest in its text. The publishers are located at 3, Rue Seguer, Paris, and the yearly subscription with foreign postage is 210 francs.

The publication will be highly valued by ever library or individual interested in international developments in the graphic arts and in their scholarly presentation. An interesting feature of the quarterly is that the articles have been condensed in English translation and printed in a 4-page supplement, so carefully done that they give an admirable résumé of the whole contents, thus permitting greater enjoyment by those subscribers who do not read French of the many typographical and pictorial illustrations. Among the articles in the first number is one by J. E. Laboureur, who turned from woodcuts to etching and whose every volume is eagerly seized by collectors, an article on "The Technique of Offset"; one on "Tendencies of Typography in Italy"; one on "Types de Civilité," one on "Justification," "Cinema Texts," an especially interesting discussion for book publishers on "The Catalogue as a Work of Art," one on

"American Advertisers" by a French critic, "Balzac, Publisher." Prefacing all of these, is a short essay on "The Dual Virtues of a Book" by Paul Valéry, French writer and member of the French Academy.

Valéry's discussion reads in part as follows:

"A book on the one hand should be an instrument of clear vision, to facilitate, not interrupt, the flow of ideas; on the other hand, it may in itself be a thing of beauty, endowed with its own particular ability to please or displease our sense of taste.

"Text as a succession of words and text as pieces of type are two entirely distinct things. It is not possible to consider both phases at the same moment; attention to one precludes attention to the other. There are many very handsome books which do not invite reading. They exist as artistic masses of black on a white field, but their decorative letters are difficult to make out. Modern literature is not well suited to this too ornate style, dear to German and English texts, nor does it adapt itself successfully to the more archaic forms which copy the style of the fifteenth and sixteenth century letterpress.

"In the combination of these totally independent qualities which a book may possess, lies the art of printing. But when printing wishes to respond to the simple need of easy reading it need not necessarily be done by artists. The printer may follow certain mechanical rules which inevitably produce a clear and legible text. When he wishes to combine readability with beauty, he must experiment and he becomes at once an artist.

"The artist printer finds himself in the complex situation of the architect who must consider the accord between the suitability of his building and its actual external appearance, or of the poet who must combine what he says—the contents of his poem—with his verse-forms. In all the arts—and that is *why* they are arts—there must be this adjustment to make a successful work. The final harmony of these independent properties is never obtained automatically or by rote, but by a miracle, or after vast effort, or rather by inspiration and effort combined. A perfect book is both easy to read and beautiful to look at."

An A. B. A. Page

Ellis W. Meyers, *Executive Secretary*

25 East 10th Street, New York City

AFTER lying dormant for several weeks, at least as a topic of conversation, the cut-price mail-order campaign that received so much attention earlier this year is once again forcing itself on our attention. We have watched the development of this new organization with a great deal of interest and not a little admiration. To date its officers have succeeded in doing two things. They have planted a suspicion in the minds of the public that books are too high in price and they have found a sufficient number of publishers to publish trade editions of their books so that they might prove their contention to every potential subscriber to their scheme whenever that person reads a publisher's advertisement or visits a bookstore. In other words these publishers, and many booksellers have played their game for them. After allowing the man in the street to infer from their advertising that books are too high in price, they convince him and his brothers, one at a time perhaps—but sooner or later they hope to get them in groups rather than singly, that they are telling the truth by having the books which they have selected on sale in bookstores at higher prices.

When their advertising is analyzed it really proves nothing except that a large quantity of a single item can be manufactured and sold less expensively than a smaller amount. But it does allow the public to believe that all books are too high in price, that there are only a limited number of readable books and that the time spent in making selections from a store's stock or in reading reviewing media is wasted.

Of course, one can say that while the advertising may have the tendency to do these things it really will not harm the established outlets, in fact (and this is *their* main argument with the trade) it is going to "create" more readers, and sell more books. To prove this, we are shown that

whenever a book is selected by a book club its trade sale increases. That is a very nice point except for the fact that it proves nothing of the kind. Have the gross sales of bookstores increased since the introduction of book clubs in this country? Has anyone as yet proved that bookstores are doing a larger volume of business (except on the selected books) than they did before? Is business any better this year than it was last? Is there any indication that the additional business on the selected books is "new" business, or has the public that would ordinarily buy at our shops been diverted from the many other titles on our shelves to the one title that has been given the additional word-of-mouth publicity of ten, twenty or forty thousand people?

There is conclusive evidence in some of the smaller shops (where a limited list of customers enables the bookseller to keep track of each one) that customers have been lost because of a price appeal that allowed no competition and that there was nothing gained in return.

Why should the theory that this type of competition is dangerous be considered silly? Surely it is possible that this new organization may some day have a subscription list many times its present size. Who is then to say how many other persons will become interested in similar enterprises? If four or five other book clubs came into being (and it is apparently an inviting looking field of endeavor) does anyone believe that they will start on a par with bookstores when pricing their merchandise?

And yet, in spite of the fact that their advertisement—in competition with publishers who were advertising many hundred titles in the same media—asked the readers, "Can you read 10,000 books a year?" we find members of both branches of the trade apparently eager to help them with their campaign. To go back for a moment, may

we recall attention to the fact stated before, that we have been considered foolish, "needlessly worried" is the politest of the expressions, because the advertising "can't really do us any harm." It has been the belief of the trade that the publishers have selected the best available media for advertising and that books are actually sold thru it. Is this then to be considered true of one thing and not of another? If the publishers were attempting to sell the idea of buying their books in the same issue as the "can you read" ad why could not the public be sold on the idea that it isn't any use to read them all, as there are far too many—and even go on to point out that they are far too expensive for most readers?

Finally, to return to an earlier argument, there is the nice, sweet and clean thought being carefully sold to the trade, that this sort of thing "creates" new book readers. All of the advertisements appear in periodicals that, of themselves, without any advertising, are endeavoring to sell books. We won't dwell on the schools and libraries of the country where, for years, efforts have been made to create readers but, just using these magazines as an example, will call attention to the fact that a person who buys one is a prospective book buyer, and that the reviews and book comment plus the publishers' advertising have been placed there to do the selling. Are we to believe then that, after years of trying to make the readers "book conscious" one series of full page advertisements is going to "sell" reading to those who have heretofore shunned it? If this were so the publishers' advertising departments might well bow their heads in shame. But it isn't so! The appeal is nothing more than the appeal of a new publishing house with a "bargain" offer.

To the Literary Guild we say this: Call yourselves what you please—you are publishers. Be publishers. Get your own books. Sell them to your subscribers at any price you see fit. If you can sell higher priced editions to booksellers, that is a matter between you and the individual booksellers. You are quite capable of carrying on your own business and you ought to stop trying to make the public believe that we are incapable of running ours. Why not do it?

Books for New Americans

A VALUABLE list of books for those who endeavor to turn the library and book collections to practical purposes among new Americans has been compiled by Edna Phillips and issued thru the American Library Association Committee. Miss Phillips has been Library Adviser in Work with the Foreign-Born in the Massachusetts Department of Education. This edition is the third revision and is so arranged that books for various uses can be easily selected.

Route of "The King's Henchman"

"THE KING'S HENCHMAN," the recent popular opera by Edna St. Vincent Millay and Deems Taylor, will be sung in the following cities in the next two months. Harpers are the publishers of the text.

Baltimore, Md., Nov. 5.
 Lancaster, Pa., Nov. 7.
 Reading, Pa., Nov. 8.
 Springfield, Mass., Nov. 9.
 Worcester, Mass., Nov. 11-12.
 Boston, Mass., Nov. 14-19.
 Montreal, Canada, Nov. 21-23.
 Toronto, Canada, Nov. 24-28.
 Detroit, Mich., Nov. 29.
 Ann Arbor, Mich., Nov. 30.
 Grand Rapids, Mich., Dec. 1.
 South Bend, Ind., Dec. 3.
 Fort Wayne, Ind. Dec. 4.
 Cleveland, Ohio, Dec. 5-10.
 Akron, Ohio, Dec. 12.
 Youngstown, Ohio, Dec. 13.
 Newcastle, Pa., Dec. 14.
 Wheeling, West Va., Dec. 15.
 Columbus, Ohio, Dec. 16-17.

A Bill for Metric System

A BILL providing that the present system of weights and measures in the United States should be supplanted in 1935 with the metric system is to be introduced by Senator Gillette of Massachusetts, and a similar bill will be introduced by Representative Britton of Illinois into the House of Representatives. The publishing of arithmetics will be one of the things affected by the change for which the bill provides.

In the Book Market



CONTRACTS have just been signed in Philadelphia between Col. Clarence D. Chamberlin and *Dorrance* for publication of Col. Chamberlin's forthcoming book. Altho this will naturally include the true story and the whole story of his world's-record distance flight from New York to Germany, it will be more than the book of one man and one flight. The volume as planned and written by the Colonel himself will deal with the past, present and future of Aviation here and abroad, combining narrative and hitherto unwritten history. Title and exact publication date will be announced. ❀ ❀ ❀

"Negro Drawings" is the descriptive title of the new book of Miguel Covarrubias drawings which *Knopf* has just published. Covarrubias has, thru his magazine work become an important figure artistically and the success of his book of caricatures, "The Prince of Wales and Other Famous Americans," promises much attention for this volume. Ralph Barton has done a preface and Frank Crowninshield an introduction. ❀ ❀ ❀ Mahlon Blaine, who with his jackets and his illustrations for "Limehouse Nights" and "The Sorcerer's Apprentice" has established himself as an illustrator of the first rank has done another book which *Doubleday, Page* has issued. It is Sir Hugh Clifford's "The Further Side of Silence." The book was first issued in 1916 and it is pleasing to see it being presented again in such attractive form. Blaine knows, thru his service as a sailor before he deserted the seas for art, the Clifford territory and has illustrated the stories with an equal amount of force and sympathy for the material. ❀ ❀ ❀

Roland Pertwee, author of "Rivers To Cross" and "Gentlemen March" (*Houghton Mifflin*), is a playwright as well as an author, and has just come over to New York from London for the opening of his new play, "Interference." It

was written with Harold Dearden and ran for six months at the St. James Theatre in London without an empty seat. The Empire Theatre in our own midst raised the price of the first ten rows in the orchestra after the opening night, a most victorious gesture, suggesting that the public is anxious enough to come to be willing to pay any price to do so. ❀ ❀ ❀

Pascal Covici announces a book for early publication which should be pointed out to those interested in modern art. It is "Apples and Madonnas" by C. J. Bulliet. As art and dramatic critic of the *Chicago Evening Post* and editor of the *Post's*



John J. Curtis, President of Bobbs-Merrill, presenting a copy of "The Private Life of Helen of Troy" to Maria Corda, Hungarian actress, who is to play the title role in the motion picture version of the book.

"Magazine of the Art World," a publication which, by its mere ability to exist as a weekly publication, has astonished the art world, Mr. Bulliet has become widely known as a defender of modernism.

Initial cut from "Skipping Village" by Lois Lurski, Stokes.

Observing Book Week

Authors Appearing

TWO annual Book Week programs have gone forward this year with their usual completeness, that of John Wanamaker's and that of the National Arts Club.

Each year Wanamaker's plans programs for an entire week when five or six authors speak each afternoon in the attractive Wanamaker Auditorium. Eastwood Lane is responsible for their great success. This year the celebration was held before Book Week but it is a perfect way of getting the public in the mood of all the celebrations that come after. The chairmen for the six days were Harry Hansen, Literary Editor of the *New York World*; Burton Rascoe, Editor of *The Bookman*; Christopher Morley, author of "I Know A Secret" and many other popular books; John Farrar, Literary Editor of Geo. H. Doran Co., and author of several books; Dr Sigmund Spaeth, musician and editor of "Weep No More, My Lady" and other books of songs; and John Martin, Editor of *John Martin's Book* and author of many books.

The speakers of this year seemed especially good. They included Dr. M. E. Speare, Herbert Adams Gibbons, Alfred Stanford, Lyle Saxon, Nell Martin, Alvin F. Harlow, Josephine De Mott Robinson, Abden Kandel, Katherine Brush, Charles Divine, Arthur Guiterman, Max Eastman, Harry Hervey, Robert Nathan, Dr. Sigmund Spaeth, Dr. Will Durant, Fitzhugh Green, Richard Halliburton, James Weldon Johnson, Alexander Johnston, Helen Keller, Gregory Mason, Violet A. Storey, Arthur Stringer, Alexander Black, Homer Croy, Elmer Davis, Frances Noyes Hart, Paxton Hibbon, Thyra Samter Winslow, Joseph Auslander, William Rose Benét, Charles Francis Coe, Nathalia Crane, Dorothy Walworth Carman, Countee Cullen, Ford Madox Ford, and Henshaw Ward.

Dr. Speare, who is Director of the Oxford Reading Courses, explained a motion picture that was presented, "Oxford Uni-

versity—Its Press and the Making of a Book," a pictorial representation of the manufacturing of a book and the charming grounds of Oxford.

The National Arts Club opened its annual book exhibition on November 2nd, and it will stay on view thru the month. It makes one of the most complete non-commercial exhibitions of the books of all publishers on view in the country. In the same galleries in which these books are on exhibition Author's Nights are held each Wednesday in the month, at which five or six authors address the audience. On November 2nd Merle Crowell, the chairman, presented Ernest Boyd, Commander Fitzhugh Green, Dorothy Walworth Carman, Robert E. Sherwood and William Allen White. On November 9th Louis Bromfield, W. B. Seabrook, David Seabury, Hendrik Van Loon and Barbara Young spoke. Due to there being five Wednesdays this year three more programs will be presented.

Pettibone McLean, Inc., Dayton, Ohio

THE Pettibone McLean Company is now sponsoring a lecture course, which provides a series of six well-known lecturers who appear in Memorial Hall in Dayton. At the lecture presented on this past Thursday the store distributed circulars and catalogs of children's books, in connection with Book Week.

Otto Ulbrich Company, Buffalo, N. Y.

THE Otto Ulbrich Company's plans for Book Week this year are very carefully and thoroly worked out. The manager of the Children's Book Department will visit in person several Mothers Clubs to give information concerning the books loaned them for display. There will be exhibits in various grade and high schools of the city, at a number of Parent Teachers' Associations and at the 20th Century Club. The Children's Department of the store

is planning special exhibits featuring books by Buffalo authors including "Norma's Friends" by Marguerite Turney Geibel, "Janny" by Jane Abbott, "Mary, Marge and Michael" by Neila Gardner White, "Fun in the Kitchen" by Marie P. Hill and "The New Book of Magic" by Joseph Leeming. Arrangements have been made with these authors to autograph their books during the week, the time of their visits to the shop to be posted in the store's special Children's Book Week window. Visits of some of the grade classes of the schools with their teachers have been planned by the department. The original jacket illustrations of "And Michael" and "Janny" will be included in the special window display. This extensive program is backed up and further emphasized by the free distribution of posters, catalogs, book jackets, book lists, etc., all placed upon a table for selection. Last year the store distributed posters to more than 300 teachers who visited the department during the week.

The Rike-Kumler Book Fair

THE Rike-Kumler Co., of Dayton, Ohio, held a very successful book-fair, from October 24-29. Thirty publishers cooperated to make the fair a success, suggesting authors and securing valuable exhibits. There were twenty patronesses, who lent the occasion social prestige. The program began every afternoon at 3:30. Among the nationally-known writers and illustrators who spoke were: Dr. Edgar J. Goodspeed, W. B. Seabrook, Margaret Widdemer, Daniel W. Streeter, John Vassos, Philip Rollins, Marsus Dickey, Marjorie Barclay McClure, Lester Cohen,

Albert Edward Wiggam, Clarke Venable, Edgar Guest, Hendrik Van Loon, Katherine Brush, Harry Hervey, Julius King, Arthur B. Chrisman, John Rae.

Literary Vespers

EDGAR WHITE BURRILL is conducting his series of Literary Vespers in Engineering Auditorium, 33 West 39th Street, Sunday afternoons, at 5:45 o'clock. This is the seventh season. Some of the forthcoming talks are:

Nov. 13 The Rhythm of Stars—*Angela Morgan*: "Silver Clothes"; *Abel Bonnard*: "In China"; *Thomas Carlyle*: "Sartor Resartus."

Nov. 20 The Idea of Heaven—*Mark Twain*: "Cap'n Stormfield's Visit"; *J. B. S. Haldane*: "The Last Judgment"; *W. D. Steele*: "The Man Who Saw."

Nov. 27 The Cause of Peace—*Thomas Boyd*: "Marching On"; *Romain Rolland*: "Mother and Son"; *Brooks and Lister*: "Spread Eagle."

Dec. 4 The Sword of Satire—*Louis Bromfield*: "A Good Woman"; *H. G. Wells*: "Meanwhile"; *Will Rogers*: "A Bathing Suit in Russia."

Dec. 11 The City of Dreams—*Walt Whitman*: "The Great City"; *Felix Reisenberg*: "East Side, West Side"; *Will Durant*: "Transition." *O. Henry*.

Dec. 18 The Advance of Humanity—*L. Burbank*: "The Harvest of the Years"; *Charles A. Lindbergh*: "We"; *Ayres*: "Science: the False Messiah"; *Hutchinson*: "There Still Are Fairies."

These lectures are free, supported by voluntary contributions from those who attend.

JUVENILES ? - - follow ME!



If you follow Pooh's signboards you go straight from the front door of Dutton's Fifth Avenue store to the children's department where Pooh's books and others are for sale. Pooh, of course, is A. A. Milne's and Christopher Robin's friend.

Communication

Trailing a Crook

408 S. Wabash Ave.,
Chicago, Ill.

Editor, *Publishers' Weekly*:

Some months ago you wrote in regard to Rev. L. P. Bogle, 922 Academy St., Winston-Salem, N. C., as having obtained merchandise from a large number of publishers, jobbers and book dealers with no intention of paying.

This man has purchased merchandise from me, and I finally located him at 613 Washington Ave., Winston-Salem. Would you please look over your files and notify his various victims so that this man can be apprehended and forced to put in time for the United States Government?

FOLLETT BOOK COMPANY.
By C. W. Follett.

Obituary Note

CHARLES M. LEA

CHARLES M. LEA died at his home in Devon, Pa., on November 4th, at the age of seventy-four. For thirty-five years from 1880 until his retirement in 1915 he was head of the publishing house founded by his great grandfather, Mathew Carey. His father was the late Henry C. Lea, scholar and historian of the Middle Ages, author of "The Spanish Inquisition." The firm fifty years ago was known as Henry C. Lea & Company. Afterwards it was Lea Brothers & Company, and about twenty years ago it became Lea & Febiger, the widely known publishers of medical books in Philadelphia. A zealous patron and student of the arts, Mr. Lea was especially well informed on prints. He founded a prize for line drawing in the Pennsylvania Academy of the Fine Arts.

Personal Notes

IVES WASHBURN, president of Ives Washburn, Inc., sailed on the "Beren-garia" November 2nd for five-weeks' trip to England. As former London manager of an American publishing house, Mr. Washburn has many business contacts on the other side.

J. JEFFERSON JONES, Managing Editor of J. B. Lippincott Company, sailed October 29th on the "Olympic" for his annual autumn business trip to Paris and London.

"New Books for the Business Man" is the title of a forthcoming syndicate feature to be regularly maintained hereafter by the American Trade Press.

Business Notes

WICHITA, KAN.—The Geo. Innes Co. (the largest department store in Kansas and Oklahoma) will move into its new building on November 8. A book department will be inaugurated at that time. Franklin M. Watts, the owner of The Lawrence (Ks.) Book Nook, will be the buyer.

LONDON, ENGLAND.—Bertram Rota, dealer in rare modern books, has removed from 108 Charing Cross Road to 76a Davies Street, Oxford Street, London, W. 1.

THOMASTON, GA.—Mrs. G. B. Girardeau, Court House, Public Square, has established a circulating library.

LOS ANGELES, CALIF.—Jake Zeitlin has started a rare book and first edition business at 1623 Londa Street.

NEW YORK CITY.—The Lenox Hill Bookshop will move from 1088 Madison Avenue to 1186 (B) Madison Avenue on October 31st.

CHICAGO, ILL.—The Arcade Book and Stationery Shop (Shop No. 10) has been opened at 616 South Michigan Boulevard. J. W. Morehouse is the proprietor.

NEW CASTLE, IND.—J. W. Hess has opened the Reader's Bookshop at 1201 Church St.

NEW YORK, N. Y.—The business of America-South-of-U. S., 62 West 45th St., has been taken over by International Book-sellers, Inc., 17 East 45th St. V. B. Kaylor is the manager.

NORFOLK, VA.—The Beacon Book Shop has been organized at 109 Market Street.

PLAINFIELD, N. J.—Gladys Larabee has founded a circulating library at 725 Hobert Ave.

The Weekly Record of New Publications

THIS list aims to be a complete and accurate record of American book publications. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case word "apply" is used. When not specified the binding is "cloth."

Imprint date or best available date, preferably copyright date in bracket, is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [m.d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

Adams, Franklin Pierce

Half a loaf. 79p. S c. Garden City, N. Y., Doubleday \$2
Consisting of excerpts from F. P. A.'s column, The Conning Tower, in the New York World.

Adams, John, and Waterhouse, Benjamin

Statesman and friend; correspondence of John Adams with Benjamin Waterhouse, 1784-1822; ed. by Worthington Chauncey Ford. 184p. (bibl. footnotes) O (Atlantic Mo. Press pub'n) c. Bost., Little, Brown \$3

Allain, Marcel

The revenge of Fantômas; tr. by Alfred Allison. 310p. D (Fantômas detective novels) [c. '27] Phil., McKay \$2

More exploits of Fantômas, the master criminal and Juve, the French detective, who attempts to foil him.

Allen, Herbert Warner

Italy from end to end. 245p. O '27 N. Y., Dodd, Mead \$4
Literary, historical and anecdotal description of journeyings thru Italy.

Arnett, Anna Williams

The brother bears, and other stories. 125p. il. (col.) D [c. '27] Chic., Beckley-Cardy Co. 70 c.

Animal stories for little children.

Arnold, Mrs. J. Loring

Little green pickles, and other stories. 99p. D c. N. Y., Baker & Taylor Co. bds. \$1.50
Five fanciful tales for children.

Aubry, Octave

On the king's couch; tr. by Evelyn Johnson. 250p. D [c. '27] N. Y., Liveright \$2.50
A French historical novel, laid in the days of Casanova and Pompadour.

Auslander, Joseph, and Hill, Frank Ernest

The winged horse. 466p. (18p. bibl.) il. O c. Garden City, N. Y., Doubleday \$3.50
The outline of poetry from the first poets to the most modern.

Austen, Rev. Chancellor G.

Our holy and our beautiful house; York Minster historical addresses. 244p. D [27] N. Y., Macmillan \$2

Austin, Anne

Jackson Street. 298p. D [c. '27] N. Y., Greenberg \$2.50

Mary Carey lived on Jackson Street, where the railroad tracks were—this is the story of the way in which ambition drove her up from her early environment, and how she met love.

Baker, G. P.

Sulla the fortunate: the great dictator. 320p. il. maps. diagrs. O [27] N. Y., Dodd, Mead \$5
"Being an essay on politics in the form of a historical biography." A parallel is drawn between Sulla's period in Rome and the situation today.

Barry, William Francis, D.D.

Roma sacra; essays on Christian Rome. 256p. (bibl. footnotes) O '27 N. Y., Longmans \$4

Beach, Rex Ellingwood

Confessions of a sportsman. 280p. il. O (Star ser.) '27 c. '21 Garden City, N. Y., Garden City Pub. Co. \$1

Originally published under the title "Oh, Shoot! Confessions of an Agitated Sportsman."

Beckman, Frederick William, and others

Technical writing of farm and home. 427p. D c. Ames, Ia., Journalism Pub. Co. \$2.50
A book on agricultural journalism.

Beckstrom, Theodor

The key to peace, and the freedom of the seven seas. 169p. O c. '27 Phil., Author, P. O. Box 3260, Sta. C. \$1.50

Beetham, Bentley

Among our banished birds. 238p. il. O '27 [N. Y., Longmans] \$4
Studies of rare birds, that once were native to the British Isles, and now make their homes in other parts of the world.

Arthur, Robert

The sieges of Yorktown, 1781 and 1862. 63p. il. maps O [n. d.] Fort Monroe, Va., The Bookshop pap. 50 c.

Bailey, Vernon

Beaver habits and experiments in beaver culture.

40p. (bibl.) il. map. diagrs. O (Technical bull., no. 21) '27 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 20 c.

Belden, Bauman L.

Indian peace medals issued in the United States. 46p. il. Q '27 N. Y., Amer. Numismatic Soc. pap. \$5

Benson, Elizabeth

The younger generation; introd. by Frank Crowninshield. 170p. front. (por.) D [c.'27] N. Y., Greenberg \$1.50

A thirteen-year-old prodigy presents her angle of the "younger generation" controversy.

Benson, Louis Fitzgerald, D.D.

The hymnody of the Christian church. 310p. D [c.'27] N. Y., Doran \$2

Lectures on "The L. P. Stone Foundations," Princeton Theological Seminary, 1926.

Bower, Marian

The quince bush. 329p. D [c.'27] Ind., Bobbs-Merrill \$2.50

The story of a small group of people in the Middleton villages, in England, and how circumstance changed their lives.

Boyton, Neil

Mississippi's Blackrobe. 192p. front. D c. N. Y., Benziger Bros. \$1.25

A story for boys of the days when Father Marquette explored the Mississippi.

Briggs, Morris H.

Buying and selling rare books. 91p. D N. Y., R. R. Bowker Co. \$2

A practical volume on building up a business in old and rare books, written by a well-known Chicago dealer. The edition is limited to 500 volumes.

Brittingham, Smith R.

The claim agent and his work; investigation and settlement of claims for personal injuries. 473p. diags. O [c.'27] N. Y., Ronald Press \$6

Bronk, Isabelle

Paris memories. 97p. D '27 Phil., Dorrance bds. \$1.50

Bullen, Frank Thomas

The cruise of the Cachalot. 334p. il. O (Father and son lib.) [c.'27] N. Y., J. H. Sears \$1.25

One of the first of a new series of old favorites which both fathers and sons will enjoy.

Bulliet, C. J.

Apples and madonnas; emotional expression in modern art. 249p. il. O c. Chic., P. Covici \$3.50

The director of the Art World Magazine of the Chicago *Evening Post* discusses the exponents of the most modern art.

Burghclere, Lady, ed.

A great man's friendship; letters of the Duke of Wellington to Mary, Marchioness of

Salisbury, 1850-1852. 342p. il. (col. front.) O '27 N. Y., Payson & Clarke \$5

Burroughs, Edgar Rice

The Tarzan Twins [7th ed.]. 126p. il. (pt. col.) O (Golden youth ser.) [c.'27] Joliet, Ill., Volland bds. \$1.50, bxd.

One of the first of a new series of books for boys and girls of twelve and over.

Buxton, M. Aline

Kenya days. 253p. il. map O '27 [N. Y., Longmans] \$5

The story of the author's African sojourn.

Callan, Rev. Charles Jerome, and McHugh, Rev. John Ambrose

The man of God; Catholic prayers and devotions for men. 241p. il. Tt [c.'27] N. Y., P. J. Kenedy lea. \$1.25, bxd.

Campbell, Mrs. Ruth

Small Fry and the winged horse; il. by Gustaf Tenggren [6th ed.]. 128p. il. (pt. col.) O (Golden youth ser.) [c.'27] Joliet, Ill., Volland bds. \$1.50, bxd.

Carson, Russell M. L.

Peaks and people of the Adirondacks. 291p. il. D c. Garden City, N. Y., Doubleday \$2.50
Published under the auspices of the Adirondack Mountain Club, 93 State Street, Albany, N. Y.

Cellier, François, and Bridgeman, Cunningham

Gilbert, Sullivan and D'Oyly Carte; reminiscences of the Savoy and the Savoyards; 2nd ed. 466p. il. O '27 N. Y., Pitman \$6

Childe, Wilfred Rowe

Ivory palaces [verse]. 94p. O '27 N. Y., Brentano's bds. \$2

Chinese art; introd. by R. L. Hobson.

(bibl.) il. (col.) Q '27 N. Y., Macmillan \$12.50

One hundred plates in color, reproducing pottery and porcelain of all periods, jades, lacquer, paintings, bronzes, furniture, etc., introduced by an outline sketch of Chinese art by the keeper of the department of ceramics and ethnography at the British Museum.

Clarke, Isabel Constance

The lamp of destiny. 373p. D c. N. Y., Benziger Bros. \$2.50

The tangled romance of Irene, whose adopted father and mother are of entirely opposite temperaments.

Clear, Gwendoline Frances

The eldest sister, and other poems. 95p. D '27 N. Y., Longmans \$2

Brooks, Keith L.

The betrayal of Jean Whitney [fiction]. 55p. D [c.'27] Los Angeles, Biola B'k R'm pap. apply
Care and construction of tennis courts. 51p. il. diags. S [c.'27] N. Y., Amer. Sports Pub. Co. pap. 50 c.

Coast Artillery Board

Ammunition for heavy artillery. 79p. diags. O [n.d.] Fort Monroe, Va., The Bookshop pap. 25 c.

Coast Artillery School

Fire control and position finding for seacoast artillery. 337p. il. diags. O [n.d.] Fort Monroe, Va., The Bookshop pap. \$1

Cook, Charles Gilpin

New type questions in chemistry. 112p. D '27 N. Y., Globe B'k Co. 80 c.

Copec Continuation Committee

Rural life; a report. 112p. (bibl.) D (C. O. P. E. C. Commission reports) '27 N. Y., Longmans pap. 80 c.

Crannell, Philip Wendell, D.D.

Crannell's pocket lessons for 1928; ed. by Owen C. Brown, D.D. 213p. nar. T [c.'27] Phil., Judson Press apply

Cleveland, Reginald M.

Cop: chief of police dogs. 191p. il. (pt. col.) O [c. '27] Springfield, Mass., Milton Bradley \$2.50

The life story of a thoroughbred dog, with an appendix giving the histories of some champion police dogs.

Conyngton, Thomas, and Bennett, Robert Joseph

Corporation procedure; rev. ed by Hugh R. Conyngton. 1499p. (bibl. footnotes) O [c. '22, '27] N. Y., Ronald Press \$10

Cooper, Anice Page

Authors and others. 190p. il. D c. Garden City, N. Y., Doubleday bds. \$2

A group of interesting, informative sketches about contemporary writers and artists on the Doubleday, Page list.

Cronk, Katharine Scherer

Missionary methods for church and home; ed. by E. C. Cronk. 190p. D [c. '27] N. Y., Revell \$1.50

Crump, Irving, i.e. James Irving

The boys' book of airmen; introd. by Commander Richard E. Byrd. 288p. il. D c. N. Y., Dodd, Mead \$2

About the great exploits of the air, including the recent transoceanic flights.

Curtis, Alice Turner [Mrs. Irving Curtis]

A Yankee girl at Hampton Roads. 213p. il. D (Yankee girl b'ks) c. Phil., Penn \$1.50

A story for girls, laid in the period of the battle of the Monitor and the Merrimac.

Curtiss, David Raymond, and Moulton, Elton James

Trigonometry, plane and spherical. 275p. diags. D [c. '27] N. Y., D. C. Heath \$2.40; without tables, \$1.80; tables with introd., \$1.30

D'Abrantès, Laura de Permon, duchesse

The secret memoirs of the Duchesse D'Abrantès, 1784-1838; ed. by Robert Chantemesse; tr. by Eric Sutton. 320p. il. O [n. d.] N. Y., Brentano's \$5

The author of these memoirs of a tragic romance was married to Napoleon's aide-de-campe.

Dana, Richard Henry

Two years before the mast. 424p. il. O (Father and son lib.) [c. '27] N. Y., J. H. Sears \$1.25

Dawson, W. H.

Richard Cobden and foreign policy. 350p. O '27 N. Y., Frank-Maurice \$5

Deissmann, Gustav Adolf

Light from the ancient east; new rev. ed.; tr. by Lionel R. M. Strachan. 567p. (bibl. footnotes) il. O ['27] N. Y., Doran \$10

De la Ramée, Louise [Ouida, pseud.]

A dog of Flanders. 128p. il. (col.) O [c. '27] Chic., A. Whitman \$1

Dinnis, Enid

Travellers' tales [short stories]. 222p. O '27 St. Louis, Mo., B. Herder \$1.50

Dog stories from Punch; il. by George Morrow. 211p. O [n. d.] N. Y., Doran

bds. \$2.50

Stories that first appeared in the English humorous magazine, by such celebrities as A. A. Milne, E. V. Lucas, and A. P. Herbert.

Douglass, Harlan Paul

The church in the changing city; case studies illustrating adaptation. 453p. il. diags. O (Inst. of Social and Religious Research) [c. '27] N. Y., Doran \$4

Doyle, Sir Arthur Conan

The white company. 397p. il. O (Father and son lib.) [c. '27] N. Y., J. H. Sears \$1.25

Doyle, Ethel Winger

Pot-au-feu. 100p. D (Contemporary poets, 60) '27 Phil., Dorrance bds. \$1.75, bxd.

Eaton, Walter Prichard

A study of English drama on the stage. 32p. (bibl.) S (Reading with a purpose) c. Chic., Amer. Lib. Ass'n 50c.; pap., 35c.

Edmunds, Murrell

The music-makers. 184p. D c. N. Y., H. Vinal \$2

A story of temperament, laid in the modern south.

Ehlers, Victor M., and Steel, Ernest W.

Municipal and rural sanitation. 464p. il. O '27 N. Y., McGraw-Hill \$4

Erikson, Henry Anton

Elements of mechanics. 166p. diags. D '27 N. Y., McGraw-Hill \$1.75

Everett, D., and Seaton, E., eds.

Annual bibliography of English language and literature; v. VII, 1926. 183p. O '27 [N. Y., R. R. Bowker Co.] pap. \$2

Farjeon, Joseph Jefferson

The house of disappearance. 301p. D c. N. Y., Dial Press \$2

A detective story, in which the mystery of the disappearance of several persons is cleared up after many surprising happenings.

Farnham, Mateel Howe

Rebellion. 310p. D c. N. Y., Dodd, Mead \$2
This novel which won the Pictorial Review-Dodd, Mead prize for 1926, tells the story of a possessive father and impatient daughter who live in the middle-west of today.

Fay, Bernard

The revolutionary spirit in France and America; tr. by Ramon Guthrie. 613p. (26p. bibl.) O [c. '27] N. Y., Harcourt \$5

A study of moral and intellectual relations between France and the United States at the end of the 18th century. When it was published in France in 1925, it was proclaimed by the Pulitzer Prize Committee as the year's most worthy book on American history.

Davis, Holland A., comp.

The Rocky Mountain coin encyclopedia. 76p. S '27 Denver, Col., Adair B'k, Stamp & Coin Co., 1760 Champa St. pap. 25c.

Dillon, Arthur Orison

The ancestors of Arthur Orison Dillon, and his poems. 111p. il. O c. '27 [Pomona, Cal., Progress Pub. Co.] pap., \$3; buck., \$4

Fisher, Mrs. Dorothea Francis Canfield

Why stop learning? 310p. (bibl.) D [c.'27] N. Y., Harcourt \$2

About various aspects of modern education, including chapters on correspondence schools, women's study clubs and university extension.

Flint, Ralph

Albert Sterner, his life and art. 101p. il. F (Contemporary Amer. artists) c. N. Y., Payson & Clarke bds. \$7.50

The first of a new series of volumes contains biographical and critical text and sixty-four reproductions of the artist's work.

Foster, Robert Frederick

Foster's complete Hoyle; 2nd rev. ed. various p. '27 N. Y., Stokes \$4

Fox, Sir Frank

Italy to-day. 285p. il. O ['27] N. Y., Dodd, Mead \$4

A study of the industrial condition and the political and social thought of the new, aggressive Italy of 1927.

Fraser, Chelsea Curtis

The boy's busy book. 479p. il. diags. D [c.'27] N. Y., Crowell \$2.50

All sorts of things that a boy can make with simple tools.

Fraser, Ferrin L.

Lovely ladies. 224p. D [c.'27] N. Y., J. H. Sears \$2.50

"Being the love affairs of ten women in the life of a young man."

Galloway, Thomas Walton

Parenthood and the character training of children. 224p. (5p. bibl.) D (Study courses for parents) [c.'27] N. Y., Methodist Bk. Concern \$1

Gardner, Victor R., and others

Orcharding. 311p. il. O '27 N. Y., McGraw-Hill \$3

Gavit, John Palmer

"Opium." 328p. (bibl. footnotes) O '27 N. Y., Brentano's \$3.50

An American newspaper man writes about the opium problem from an international point of view. The book was first published abroad.

Gessler, Clifford Franklin

Kanaka moon. 168p. il. D c. N. Y., Dodd, Mead \$2

Poems, grave and gay, of the Hawaiian Islands.

Gibben, J. G.

Self-legislated obligations. 40p. (Godkin lecture, 1927) '27 Cambridge, Mass., Harvard \$1

Goncourt, Edmond Louis Antoine Huot de, and Goncourt, Jules Alfred Huot de

The woman of the eighteenth century; tr. by Jacques le Clercq and Ralph Roeder. 347p. (bibl. footnotes) il. O c. N. Y., Minton, Balch \$5

First published in 1862.

Grant, Elliott Mansfield

French poetry and modern industry, 1830-1870. 225p. O (Harvard studies in romance langs., v. 6) '27 Cambridge, Mass., Harvard \$2.50

Grover, Edwin Osgood, ed.

The nature lover's knapsack. 302p. front. S [c.'27] N. Y., Crowell \$2.50

An anthology of poems for lovers of the open road.

Grubb, Edward

Christianity as life. 285p. (bibl. footnotes) D (Nature of Christianity, v. 1) '27 N. Y., Doran \$2.50

Hakluyt, Richard

The principal navigations, voyages, traffiques and discoveries of the English nation; vs. 5 and 6. 365p.; 369p. il. maps D '27 N. Y., Dutton \$3, ea.

Hapgood, Norman, and Moskowitz, Henry

Up from the city streets: Alfred E. Smith; a biographical study in contemporary politics. 349p. il. O [c.'27] N. Y., Harcourt \$2.50

A biography, based upon the authors' personal contact with Governor Smith.

Harris, Rev. T. W.

The life and work of Jesus Christ Our Lord. 308p. il. maps D [c.'27] Milwaukee, Morehouse Pub. Co. \$2; pap., \$1.50

Haughwout, Rev. Lefferd Merie Alexander

The missionary and his work; an evaluation. 304p. D [c.'27] Milwaukee, Morehouse Pub. Co. \$2.50

Hoare, Sir Samuel John Gurney

India by air. 174p. il. map D '27 N. Y., Longmans bds. \$2.50

The author's flight from London to Delhi, the first ever made between England and India in a civil machine.

Hoffman, W. D.

Westward to Paradise. 319p. D c. Chic., McClurg \$2

A Western thriller with all the excitement of a mystery, a villain, a cattle war, and a real hero in the person of Wain Adams, owner of the Diamond 4 Ranch.

Hugo's How to avoid incorrect English.

143p. D [c.'27] Phil., McKay \$1.50

Isaacs, Edith J. R., ed.

Theatre; essays on the arts of the theatre. 364p. il. diags. O c. Bost., Little, Brown \$4.50

Articles on the new movements in the theatre, both physical and intellectual, by such authorities as George Pierce Baker, Kenneth MacGowan and Stark Young.

Johnson, Constance Fuller Wheeler [Mrs. Burgess Johnson]

The Carter children in France. 187p. il. D c. N. Y., Dodd, Mead \$2

A story of four children's travels in France.

Flickinger, Robert Elliott

The Flickinger family history. 800p. il. O '27 [Rockwell City, Ia., Author] \$7.50

Gold, Daisy Hendley

Tides of life [verse]. 58p. D [n. d.] Wilson, N. C., P. D. Gold Pub. Co. \$1

Greene, K. G.

Winchester, Virginia, and its beginnings. 450p. il. O '27 Strasburg, Va., Shenandoah Pub. House \$3.50

Hexter, Maurice Beck

Juvenile employment and labor mobility in the business cycle. 129p. (bibl. footnotes) diags. D [c.'27] Bost., Mass. Child Labor Committee, 41 Mt. Vernon St. \$1; pap., 50 c.

Jackson, Chevalier, M.D.

Bronchoscopy and esophagoscopy; 2nd ed. 457p. il. (pt. col.) O '27 Phil., Saunders \$8

Kaegi, Dr. A.

First lessons in Greek; tr. by James A. Kleist; 11th ed. 158p. O '27 St. Louis, Mo., B. Herder \$1.50

Kemp, Harry

Tramping on life; an autobiographical narrative. 438p. front. (por.) O (Star ser.) '27 c. '22 Garden City, N. Y., Garden City Pub. Co. \$1

Kennedy, Charles Rann

A repertory of plays for a company of three players. 191p. O [c. '27] Chic., Univ. of Chic. Press bds. \$2.50

The plays are "The Chastening," "The Admiral" and "The Salutation."

Kerby, Philip

Beyond the Bund. 272p. D [c. '27] N. Y., Payson & Clarke bds. \$2.50

Sketches by a newspaper correspondent of modern China and especially of the un-Europeanized China—the native China that lies "beyond the Bund," or Oriental Main Street.

Kesslinger, Joseph Mendel

Sons of Israel. 365p. D '27 Phil., Dorrance \$2.50

Kibbey, C. H.

The principles of sanitation; a practical handbook for public health workers. 354p. (2p. bibl.) il. maps. diagrs. (pt. col.) O c. Phil., F. A. Davis \$3.50

King, Stoddard

Grand right and left. 132p. D [c. '27] N. Y., Doran \$1.50
Humor in prose and verse by a Spokane columnist.

Lamb, Tom

The jolly kid alphabet. no p. il. (col.) obl. D [n. d.] [Joliet, Ill., Volland] bds. \$1.75 bxd.
A first book for children, with board pages.

La Trobe-Bateman, William Fairbairn

Memories grave and gay; ed. by Mildred La-Trobe-Bateman. 159p. il. D '27 N. Y., Longmans \$1.80
Reminiscences of an English Churchman.

Laughlin, Clara Elizabeth

So you're going to France! 631p. il. S c. Bost., Houghton \$3
A narrative guide to France, by the author of other popular travel books.

McAfee, Cleland Boyd

Changing foreign missions; a revaluation of the church's greatest enterprise. 288p. (bibl. footnotes) D [c. '27] N. Y., Revell \$2

Maden, Falconer

Books in manuscript; a short introduction

to their study and use. 208p. il. O (Bks. about bks.) '27 N. Y., Empire State Bk. Co. \$2.50

Marvin, Francis Sydney

India and the west; a study in co-operation. 190p. (bibl.) O '27 N. Y., Longmans \$2.75

Maxwell, Donald

Excursions in colour. 133p. il. (col.) O ['27] N. Y., Doran \$6
Prose sketches and paintings gleaned from the artist-author's wanderings in many countries.

Michaelis, Karin, i.e. Katharina Marie Bech Brondum [Karin Michaelis Stangeland]

Venture's end; tr. by Grace Isabel Colbron. 270p. D [c. '27] N. Y., Harcourt \$2

The first novel by the author of "The Dangerous Age" to appear in English for many years. It is about a woman, with an aversion to marriage, who seeks freedom for herself, but finally succumbs to tradition.

Moderwell, Hiram Kelly

The theatre of to-day [new ed.]. 338p. (4p. bibl.) il. diagrs. D '27 c. '14, '27 N. Y., Dodd, Mead \$3

To the new edition is added introduction, index and bibliography by John Mason Brown of the *Theatre Arts Monthly*.

Moffatt, James, D.D., ed.

The expositor's year book; a survey of the Biblical and theological literature of 1926. 316p. (bibls.) O [n. d.] N. Y., Doran \$4

Morgan, Angela

Selected poems. 337p. D '27 c. '14, '26 N. Y., Dodd, Mead \$2.50
Most of the author's best known poems have been out of print.

Morgan, Thomas Hunt

Experimental embryology. 777p. (100p. bibl.) il. (col. front.) diagrs. O c. N. Y., Columbia Univ. Press \$7.50

O'Brien, Rev. John Anthony, ed.

The white harvest; a symposium on methods of convert making. 371p. il. diagr. D c. N. Y., Longmans \$3.50

Oxenham, John, pseud. [William Arthur Dunkerley]

The man who would save the world. 210p. nar. D c. N. Y., Longmans bds. \$1.50
Colonel Carthen returns to England after the war and, to the amazement of his family, sets out to rekindle the spirit of religion as 'an antidote to social dissatisfaction.

Pain, Elsie

Concerto; the study of a great soul. 432p. D c. N. Y., Adelaide Ambrose, Inc. \$2.50
A modern story of a musical genius and the two women he loved.

Kleinheinz, Fank

Sheep management, breeds and judging; 6th ed. 330p. il. D '27 Madison, Wis., Author \$1.75

McMullen, Lynn Banks

The service load in teacher training institutions of the U. S. 105p. (bibl.) diagrs. O (Contribs. to educ.,

no. 244) '27 N. Y., Teachers College, Columbia Univ. \$1.50

Mawer, Allen, and Stenton, Frank Merry

The place-names of Worcestershire. 464p. map O (English Place-Name Soc., v. 4) '27 [N. Y., Macmillan] \$6.50

Palmateer, Theron Josiah

Machine work; a shop manual and reference book. 210p. il. diagrs. D c. Stanford Univ., Cal., Stanford Univ. Press \$2.25

Parkman, Francis

The Oregon trail. 333p. il. O (Father and son lib.) [c.'00-'27] N. Y., J. H. Sears \$1.25

Payne, Edward F.

Dickens days in Boston; a record of daily events. 282p. (3p. bibl.) il. O c. Bost., Houghton \$5

An account of Dickens' two visits to Boston, one made as a young man, the other twenty-five years later; much new material has been gathered from many sources by the author, president of the Boston branch of the Dickens Fellowship.

Pease, Howard

The jinx ship. 332p. front. (col.) D c. Garden City, N. Y., Doubleday \$2

Tod Moran, seventeen, joins the crew of a vessel that has always been dogged by disaster, and thereupon embarks upon a thrilling adventure.

Phillips, King

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 Ten-minute tales. Southwold, S. \$1.50
Longmans

Theatre. Isaacs, E. \$4.50 *Little, Brown*
 Theatre of today, The. Moderwell, H. K. \$3
Dodd, Mead
 Third book of modern verse, The. Ritten-
 house, J. B. \$2 *Houghton*
 Tramping on life. Kemp, H. \$1
Garden City Pub. Co.
 Travellers' tales. Dinnis, E. \$1.50
B. Herder
 Treasure Island. Stevenson, R. L. \$1.25
Macmillan
 Trigonometry. Curtiss, D. R. \$2.50
D. C. Heath
 Two years before the mast. Dana, R. H.
 \$1.25 *J. H. Sears*
 Up from the city streets: Alfred E. Smith.
 Hapgood, N. \$2.50 *Harcourt*
 Venture's end. Michaelis, K. \$2 *Harcourt*
 Westward to Paradise. Hoffman, W. D. \$2
McClurg
 White Company, The. Doyle, A. C. \$1.25
J. H. Sears
 White harvest, The. O'Brien, J. A. \$3.50
Longmans
 Why stop learning? Fisher, D. \$2
Harcourt
 Winged horse, The. Auslander, J. \$3.50
Doubleday
 Woman of the eighteenth century, The. Gon-
 court, E. de. \$5 *Minton, Balch*
 Working system of color, A. Sargent, F. L.
 \$5; \$4 *Holt*
 Yankee girl at Hampton Roads, A. Curtis, A.
 T. \$1.50 *Penn*
 Younger generation, The. Benson, E. \$1.50
Greenberg

The Field of Old and Rare Books and Weekly Book Exchange

CURRENT RARE BOOK NOTES

Frederick M. Hopkins

THE collection of American historical autographs of Charles Francis Jenkins, of Germantown, Penn., was sold at the Anderson Galleries the evening of November 3rd, 221 lots bringing \$47,038.50. The set of Signers of the Declaration of Independence realized \$40,392. A detailed report of the sale of the Signers will appear next week. A few of the more important general items include an A.L.S. of Nathaniel Greene which brought \$330; an A.L.S. of Chester

A. Arthur \$145; an A.L.S. of Abraham Lincoln, \$550; and an A.L.S. of General Washington, \$850.

BOOKS and autographs of Frank S. Johnson of this city sold at the Anderson Galleries on October 31 and November 1, comprising works of American and English authors, including many first editions and association copies, special bindings and autograph manuscripts, 540 lots, brought \$7,762. Charles Paul de Kock's "Master-

pieces," 20 vols., levant, Philadelphia, 1903, sold for \$300; Guy de Maupassant's "Writings," 17 vols., levant, New York, 1925, \$230; "Arabian Nights," and "Tales from the Arabic," John Payne's translation, 12 vols., morocco, London, 1884-89, \$190; and other sets brought about the same range of prices. Many good books of moderate value did not sell as well.

THE most important sale of books to date was held at the Anderson Galleries, November 2, when 347 lots, including many duplicates from the collection of Jerome Kern, the composer, brought \$28,110. The star lot was the Clawson copy of Gray's "Elegy," first issue of the first edition, which was bought by Charles Sessler, of Philadelphia, for \$4,900. A few other lots and the prices realized were Lord Byron's "Don Juan," 7 vols., in 4, morocco, London, 1819-24, first editions, \$120; Lewis Carroll's proof sheets of "The Game of Logic," corrected by the author, London, 1886, \$360; Jerrold's "Life of George Cruikshank," extra illustrated, \$250.

CHARLES SCRIBNER'S SONS have just published in a very limited edition "London Tradesmen" by Anthony Trollope,—eleven sketches which appeared at intervals in the *Pall Mall Gazette* from July 10th to September 7th, 1880. They have never appeared in book form before their present first publication. The sketches are presented with a foreword by Michael Sadleir, who is the author of a recently published biography of Trollope. Trollope's London is seen thru his description of the tailor, the chemist, the butcher, the plumber, the horsedealer, the publican, the fishmonger, the greengrocer, the wine merchant, the coal merchant, the haberdasher. The retail price is \$4.50 net.

PART I of the collection of Emanuel Hartz, of this city, comprising Lincolniana, mainly autographic material, will be sold at the Anderson Galleries on November 15. This is one of the most important collections of Lincolniana, especially of autographs, ever offered at public sale. An item of unusual interest is the apparently unpublished manuscript of

Gideon Welles, secretary of the navy, describing the closing scenes of the war, Lincoln's last cabinet meeting, and a prophetic dream of the president. This manuscript of 107 pages is an historical paper of the greatest interest and value. There is an important early series of letters written by Lincoln when member of Congress, others during his campaign for the presidency, and during the war. Every collector or dealer that specializes in Lincolniana will be interested in this sale.

“THE Catalogue of a Collection of Early Portuguese Books,” in the library of King Manuel of Portugal, is now ready for subscriptions, and Maggs Brothers, of London, will furnish an illustrated prospectus on request and take orders from subscribers. The book will be in two large quarto volumes, about 13 by 10 inches, handsomely printed under the direction of Stanley Morison. There will be a limited edition for subscribers only at £16 16s. net. This work for the first time will give a complete survey of Portuguese book decoration, woodcuts, and the typography in the sixteenth century, and as such will be an indispensable bibliography for every public library, while its profusion of important illustrative material will make it a desirable addition for museums of fine arts and print collections.

AN advance copy of a catalog of rare books, comprising first editions of American and English authors, together with a selected lot of fifty books designed by Bruce Rogers, comes from Harry Stone, 24 East 58th Street. The Rogers items include many of his early books printed at the Riverside Press, now rising in value and difficult to obtain.

AN interesting announcement comes from the Grabhorn Press, of San Francisco, now widely known for its fine book work. This press announces the early publication of a new book, "Hymns to Aphrodite," a translation of the old Epic preludes and lays known as the Homeric Hymns, by John Edgar. This new experiment is printed from handset type on handmade paper with vellum back and corners. It is a thin book of about 8 by 11 inches in

size, a charming drawing by Valenti Angelo is the only decoration. The edition will be limited to 200 copies.

ANOTHER catalog which should have special mention comes from Edgar H. Wells & Co., 41a East 47th Street. It includes first editions of the works of Addison, Bacon, Boswell, Congreve, Defoe, Dryden, Fielding, Goldsmith, Gray, Johnson and many other authors of the seventeenth and eighteenth centuries. There are 543 items in the catalog, more than eighty devoted to Samuel Johnson.

HARPER & BROTHERS announce that they will be glad to consider for possible purchase single copies of any books issued under their imprint prior to 1870. Any one possessing such volumes and desiring to dispose of them should address the Book Editorial Department, Harper & Brothers, 49 East 33rd Street, New York City, giving full particulars as to title, date of issue and condition of each volume.

MRS. INGERSOLL SWASEY, of Riverside, Conn., is collecting the letters of her grandfather, Colonel Robert G. Ingersoll, with a view of publishing them in the near future. She will be most grateful if any persons having letters of her grandfather in their possession will send her copies of them, or the originals which she will gladly copy and return promptly to the lenders.

THE first book to bear the imprint of Random House, 20 East 57th Street, has just been announced in a very attractive prospectus. The book is "Candide," by Voltaire, with illustrations by Rockwell Kent. This edition is based, with authorization, on the translation from the original French by Richard Adlington, and has a bibliographical note by Charles E. Merrill, Jr. Rockwell Kent has drawn an illustration for each text page as shown in the prospectus. The book is being handset by the Pynson Printers in a new Roman face by Lucian Bernhard and cast by the Bauer Type Foundry in Frankfort. There will be 1,300 numbered copies printed on French handmade paper, each signed by the illus-

trator. In addition to the regular printing there will be 70 copies with the illustrations on each page hand colored in Mr. Kent's studio. Random House hopes to create beautiful books at reasonable prices. Every effort will be made to sell the entire edition of "Candide" at the published price. It is planned to have the book ready for delivery early in 1928.

REPORTS from London just received are not wholly encouraging for the rare booktrade in England. Since the war closed there has been a steady emptying of the literary storehouses of Great Britain and they are not being replenished. Good rare book stock of all kinds is increasingly hard to get. What is particularly exasperating is that American dealers are now spending their summers in England and buying private libraries direct from their owners. Of course this is not at all desirable, but English dealers do not stop to think that for years they have tried to do business direct with American collectors, and for many years this trade was very large.

Auction Calendar

Tuesday afternoon and evening, November 15th, at 2 o'clock and 8:15. The Lincoln collection of Emanuel Hertz, New York City. (Part 1, Autographs; Items 393.) The Anderson Galleries, 489 Park Ave., New York City.

Wednesday afternoon, November 16th, at 2 o'clock. The Lincoln Collection of Emanuel Hertz, New York City. (Part 2, Books, broadsides and medals; Items 401.) The Anderson Galleries, 489 Park Ave., New York City.

Catalogs Received

Americana, together with certain titles on voyages and exploration. (No. 14; Items 104.) William Todd, Mt. Carmel, Conn.

Art books. (No. 51; Items 537.) Dawson's Bookshop, 627 South Grand Ave., Los Angeles, Calif.

Le bibliophile des sciences psychiques. (No. 32; Items 1298.) Emile Nourry, 62 Rue des Ecoles, Paris 5-e, France.

Bibliotheca Americana. Americus Book Co., Americus, Ga.

Books on law, legislation, jurisprudence and diplomacy. (No. 533; Items 1073.) Martinus Nijhoff, The Hague, Holland.

Bookbindings historical and decorative. (No. 740; Items 412.) Joseph Baer & Co., Hochstrasse 6, Frankfurt on Main, Germany.

Rare first editions, special presses and miscellaneous books. (No. 204.) Shepard Book Co., 408 South State St., Salt Lake City, Utah.

Soziologie, philosophie und religion, kultur und geschichte. (No. 9; Items 1033.) L. Friederichsen & Co., Hamburg, Germany.

Books and pamphlets relating to the American Revolution. (No. 153; Items 234.) Lathrop C. Harper, 8 West 40th St., New York City.

First editions with a check list of fifty books designed by Bruce Rogers. (No. 23; Items 320.) Harry Stone, 24 East 58th St., New York City.

The Weekly Book Exchange

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A MEDIUM of exchange for booksellers only.
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separate line except grouped titles by one author. Objectionable books excluded when noted.

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Credit responsibility of advertisers is not guaranteed but space in the columns will be denied to dealers who misuse it.

BOOKS WANTED

ADAIR BK. CO., 1760 CHAMPA ST., DENVER, COL.
The Tragedy of Man.
Biography of Ingersoll

ALCOVE BK. SHOP, 936 B'WAY, SAN DIEGO, CAL.
Christian Sci. Jour. Vols. 3-25 or part.

AMER. BAPT. PUB'N SOC., 16 ASHBURTON PL.,
BOSTON
Social Christianity in the Orient. John E. Clough.

AMER. BAPT. PUB'N., SOC., 1107 MCGEE ST.,
KANSAS CITY, MO.
Keil & Delitzsch. On Job. 2 vols.
Delitzsch. On Isaiah. Vol. 2.
Keil. Commentary on the Minor Prophets. 2 vols.; Introduction to the Old Testament. Vol. 1; same. Vol. 2.
Delitzsch. Commentary on Psalms. Vol. 1.
Keil. Commentary on Daniel 1 vol.; Commentary on Ezra, Nehemiah and Esther. 1 vol.; Commentary on Jeremiah. Vol. 1; same. Vol. 2.

W. H. ANDRE, 604 KITTREDGE BLDG., DENVER, COL.
Macaulay. 8 or 10-vol. set. 1/2 leather or cloth.

APPLE TREE BK. SHOP, 32 WARREN, CONCORD, N.H.
New Hampshire. Nutting.
Over Against Green Peak.

D. APPLETON & Co., 35 W. 32ND ST., NEW YORK
Herbert Hoover. Vernon Kellogg. 2 copies

ARCHWAY B'KSTORE, 3RD AT PIKE, SEATTLE, WN.
Things Japanese. Chamberlain.

ARGUS BK. SHOP, 434 S. WABASH AVE., CHICAGO
Aviation Year Books. 1921 and 1923.
Crowley. Diary of a Drug Fiend.

AUGUSTANA BK. CONCERN, ROCK ISLAND, ILL.
Keane, A. B. Ethnology.
Smith. The Historical Method of Interpretation.

AVONDALE PRESS, 1841 BROADWAY, NEW YORK
Some People We Meet; Young Ladies of Today;
Young Gentleman of Today. All by Charles F. Rideal.
A Century of Success. Freeman Morris.
History of Lancashire. Lawrence Butterworth.
Dickens, Charles. Any and all items of any kind.
Battle Abbey items of any kind.
Particulars by mail only.

BAPTIST BK. RM., 223 CHURCH ST., TORONTO, ONT.
Glad Tidings. Moody.

BARR BK. SHOP, 22 W. ORANGE, LANCASTER, PA.
American Engravers. Stauffer.
Bleining. Effect of Heat upon Clay.
Letters of Coleridge. Ed. Coleridge.
Poetical Works of Hartley. Coleridge.
Graham. Splendid Failures.
Lucas. Life of Lamb. 2 vols.
Bongand. Life St. Jane Francis de Chantel.

N. J. BARTLETT & Co., 37 CORNHILL, BOSTON
Conn. Method of Evolution.
Dreiser. Chains. Lim. ed. only.
Maxim Gorky. My University Days.
Baldwin Genealogy. Vol. 1 only.
Bent. Life History N. A. Diving Birds.
Melville. Pierre. 1st ed.
N. Y. World for Sept. 13, 1927.
Proceedings Second Pan American Scientific Congress. Vol. 5 only.
Rhodes. History U. S. Vol. 1. Blue cloth.
Ridgway. Manual N. A. Birds.
Soothill. Three Religions of China.
Stone & Cram. American Animals

BEACON BK. SHOP, 43 E. 45TH ST., NEW YORK
Lewis. Wolfville Days.
Historical Guide of N. Y. Ed. Kelly. 1914.

BEAUMONT'S, 16 N. 12TH BLVD., ST. LOUIS, MO.
Annual Report of the Board of Regents of the Smithsonian Institution.
Bendires. North American Birds.
Stamp Collections. Quote price.

BELL BK. Co., 5TH ST., RICHMOND, VA.
Arbercombe. The Epic.
Clark. History of Poetry.
Dixon. The English Epic and Heroic Poetry.
Hill, Chatterton. Heredity and Selections in Sociology. A. & B. London.
Earle. Chesapeake Bay Country. 1st.

W. A. BENJAMIN, 416 LISSNER BLDG.,
LOS ANGELES, CAL.
Life of John Marshall. Beveridge. Autograph ed.

C. P. BENSINGER CABLE CODE BOOK Co.,
15 WHITEHALL ST., NEW YORK
Western Union, Lieber 5-Letter Codes.
Schofield, General Telegraph, A. B. C. 5th.
Any American-Foreign Language Code.
Peterson Banking; Samper's Code.

Books Wanted—Continued

BENZIGER BROS., 36 BARCLAY ST., NEW YORK
Berry. Commentary on Psalms.

BEYER'S, 6 E. 29TH ST., NEW YORK
Hayes. Peace Makers.
Hocking. Prodigal Daughter.

BIG BK. SHOP, 933 G ST., N.W., WASH., D. C.
Lloyd. Newest England.
Whitney. On the Circuit with Lincoln; The Man
Himself.
V. D. C. Cook Book.
Pohick Church, 1912. Jacobs.

A. F. BIRD, 22, BEDFORD ST., LONDON W. C. 2.
Ambrose Bierce. Short Stories. Vols. or sets.
Bulletin No. 126. Smithsonian Institute.

F. J. BISHOP, 41 WENDELL AVE., PITTSFIELD, MASS.
Napoleon. Emil Ludwig. 1st ed. State price.

W. P. BLESSING CO., 63 E. ADAMS ST., CHICAGO
Sir Oliver Lodge. Raymond.
Does God Send Trouble. 2.
Nez Perzes. Macbeth.
Rhodes. History of the United States.

BOOK ART SHOP, 372 N. GEORGE ST., YORK, PA.
Pencil Drawings of William Blake. Nonesuch
Press.
A Story Teller's Story. Anderson. 1st ed.

BOOK NOOK, 46 S. WOODWARD, DERTOIT, MICH.
South Winds. N. Douglas.
Caliph of Bagdad. S. Cobb.
American Costume Illustrations before 1860.
Three Soldiers. 1st.
One Man's Initiation Eng. 1st.
Irwin, Russell. Poems.
Huneker. 1sts.
Our America. W. Frank.

BOOK SHOP, 103 N. 2ND ST., HARRISBURG, PA.
Church on the Avenue. Martin.

THE BOOK SHOP, 89 HALSEY ST., NEWARK, N. J.
Vance. Red Masquerade; False Faces.
New Atlas of Middlesex Co., N. J., 1876.
Lockhart. Memoirs Diaz des Costello.
The Bible in India.
Cabell. Jurgen. 1st. Pape illus.

THE BOOK SHOP, 198 MARTINE AVE., WHITE
PLAINS, N. Y.
Penfield. East of Suez.
Millay. King's Henchman. 1st trade ed.
The Frozen Pirate.

BOOK SUPPLY CO., 231 W. MONROE ST., CHICAGO
Galvanizing and Tinning. W. T. Flanders. Pub.
U. P. C. Co.

BOOKE SHOP, 4 MARKET SQ., PROVIDENCE, R. I.
True to Yourself. George Sheldon.
Our Naptupski Neighbors. Edith Minton. 2.

THE BOOKERY, 1647 WELTON ST., DENVER, COL.
Beveridge. Life of Marshall. Vol. 1.
Milne. Now We Are Six. Ltd. Eng.

THE BOOKSHOP, MERIDIAN ST., NEW LONDON, CT.
Robinson. Tristram. Signed copy.
Watanna. Chinese Nightingale. Illus.

BOSTON COMMON BK. SERVICE, 25 W. 10TH ST.,
NEW YORK

The Golden Dog. William Kirby. One of the
earlier eds. containing history of Quebec.
Must be in good condition.

BOSTON MEDICAL LIB., 8 FENWAY, BOSTON
Holmes, Oliver Wendell. Report any medical or
other books and pamphlets by Holmes.

C. L. BOWMAN & Co., 118 E. 25TH ST., N. Y.
Last Days in New Guinea. Monckton.
E. Burritt. Atlas of the Heavens. Huntington
ed.
Bartlett. Dictionary of Americanisms. 4th ed.

BRANDT & BRANDT, 101 PARK AVE., NEW YORK
Towards Morning. I. A. R. Wylie Pub. 1922,
E. P. Dutton. 2 copies.

BRENTANO'S, 218 S. WABASH AVE., CHICAGO
History of Orchestration. Carse.
Comic Spirit of Geo. Meredith. Beach.
History C. R. I. & P. Ry. Pub. Chicago.
Petroleum. Brannt.
Judea from Cyrus to Titus. Latimer.
Journal Lewis & Clark. Ed Thwaites.
Mission to the Onabache. Dunn.
How to Learn Easily. Pub. L. B. & Co.
Chas. Dana Gibson. Man and Work.
Books Illus. by Chas. Dana Gibson.
Educ of Mr. Pipp. Gibson.
Voniers. Human Soul.
Poems. Andrew Marvell. Nonesuch Press.
Where Is My Dog? Adams.
Diary from Dixie. Chestnut.
Three Months in the So. States. Freemantle.
Italian Yesterdays. Frazier.
Deerslayer. Darley illus.
Invisible Government. Beveridge.
Northern Breezes. John Wright.
Historic Ill. Parrish.
Fight for Everest. Norton.

BRENTANO'S, 225 FIFTH AVE., NEW YORK
Princess Aline. Richard Harding Davis.
Hildebrandt Genealogy.
History of the Porter Family.
Porter Genealogy.
Virginia Genealogies. Hayden.

BRENTANO'S, 1322 F ST. N.W., WASHINGTON, D.C.
Conder. Landscape Gardens in Japan.
Anything on Japanese Gardens.
Grundy. Thucydides and History of His Times.
Standley. Trees and Shrubs of Mexico. Parts
1 and 2. Vol. 23, Contributions from U. S.
Herbarium.

BRICK ROW BK. SHOP, 231 ELM, NEW HAVEN, CT.
Ben Jonson. Vols. 1 and 3. Ed. Brinsley Nich-
olson and C. H. Herford. Pub. Scribner-
Unwin.
Armaments and Arbitrations. Admiral A. T.
Mahan.
Crystalography. Williams.
Natural History of Igneous Rocks. Harker.

BRICK ROW BK. SHOP, 30 BROAD ST., N. Y.
Ford. Some Do Not; No More Parades. 1sts.
Frazer. Golden Bough. 12 vols.
Galsworthy. Forsyte Saga. 1st.
Hill. Story of a Street.
Huxley. Crome Yellow. 1st.
Milne. Now We Are Six. Ltd. Eng.
Plautus. Plays. Pub. Athenian Society.

BRIDGMAN & LYMAN, 108 MAIN ST., NORTHAMPTON, MASS.

Odes of Pindor. Trans. Myers.
Chamberlain. The Work of the Bond House.
Turner. Salesmanship.
Sandman Rhymes. W. Bonte.
Heller. The Emperor's Old Clothes.

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Highest market prices paid in immediate cash for the following:

Abraham Lincoln. Autograph letters, signed books, original photographs; any book, pamphlet, broadside, or manuscript by or about Lincoln, any date, any language; any Lincoln songster, joke book, sheet music, campaign manual, cartoons, badges, or souvenir; any file of 1860 newspapers or magazines.
Theodore Roosevelt. Letters, books signed by him, 1st eds., books pamphlets, by or about him. Unusual Roosevelt items of all kinds, especially pamphlets.

Roosevelt 1sts, especially wanted:

Naval War of 1812. 1882.
Hunting Trips of a Ranchman. Medora ed. 1885.
Some American Game. 1897.
Public Papers of T. R. Governor. Albany, 1899-1900. 2 vols.
Deer Family. 1902.
Philippines. Roosevelt and Taft.
Ship of State. Boston, 1903.
Square Deal. Allendale, N. J.
American Problems. N. Y., 1910.
Naval Operations of the War Between Gt. Britain & U. S. London, 1910.
Applied Ethics. Cambridge, 1911.
Why America Should Join Allies. London. Wrps. 1915.
Americanism and Preparedness. 1917.
Summer Birds of Adirondacks. 1877.
By-Laws of Little Missouri Stockmen's Association. N. Y., 1885.

Western History. Any book, pamphlet, map, view, manuscript, early magazine or newspaper files dealing with the pioneer history of any state west of Pennsylvania; especially wanted. Chicago. Material before 1871 such as directories, street maps, views, guides and almanacs.

Items before 1860 on Illinois, Wisconsin, Indiana, Ohio, Iowa, Missouri, and Middle West in general.

California, Oregon, Montana, Idaho, Texas, and other Far Western states.

Accounts of overland journeys to Far West. Narratives of persons captured by Indians. Anything about pony express, overland stage and early express companies.

Western railroads. Reports, surveys, projects, especially roads to Pacific.

Mining life in Far West, 1848-1875.

Mormons in N. Y., Ohio, Missouri, Ill., Utah. Texas outlaws, rangers, Santa Fe Trail and Traders; early cattle trade.

Personal narratives of explorers and pioneers. I am in the market for material on Lincoln and Western History every day in the year. It will pay you well to quote me on everything of this sort coming to your attention.

ALBERT BRITNELL, 815 YONGE ST., TORONTO
Goodwillies. The World's Recollections of Robt. Burns.

BROWN BK. SHOP, 623 STATE ST., MADISON, WIS.
Kumlein & Hollister. Bids of Wisconsin.

Weekly Book Exchange

BRYANT BK. SHOP, 72 W. 48TH ST., N. Y.
The American Rythm. Austin.

H. R. BURGESS & Co., 151 NEWBURY ST., BOSTON
Diary of John Q. Adams. C. F. Adams.
Companions of Columbus. Irving.
Spanish Empire. 2 vols. Merriman.
Rise of Spanish Empire. Vol. 3. Merriman.
Literary Hist. of Spanish America. Coester.
Literary Hist. of Spain. Fitz Maurice-Vielly.
Valley of the Squinting Windows. Brentano's.
Stories of the Gorilla Country. du Chaillu.
Life and Times of Henry, Lord Brougham.

BURNER'S BK. SHOP, 629 VALLEY ST., UPPER MONCLAIR, N. J.

Alpines and Bog Plants. Reginald Farrer.
Winnie and the Rooks. Burnett.
Gruach and Britain's Daughter. Gordon Bottomley.

J. W. CADBY, ALBANY, N. Y.

American Literary Magazine. 1847-48.
Dawson's Historical Magazine. June, 1866.
Galaxy. Jan., 1875.
Journal of American History. Vol. 9; Vol. 12. No. 4; Vol. 13. Nos. 2-4.
Knickerbocker Magazine. Vols. 3, 6, 33; also 1862-1865.
Magazine of Western History. Odd nos.
Potter's American Monthly. 1876, 1879-1884.
Niles' Weekly Register; American Museum.
The Book Lover; Connecticut Magazine.
Hesperian. 1838.
Ireland. Records N. Y. Stage. Vol. 2.
Earle. Two Centuries of Costume. Vol. 2.
Mead. Old Churches of Va. Vol. 1.
Porter. Journal of a Cruise. Vol. 1.
Lauman. Wilds of U. S. Vol. 1.

CAMPUS BK. STORE, BATTLE CREEK, MICH.
North American Bird Eggs. Reed.

CANNELL & CHAFFIN, 720 W. 7TH ST., LOS ANGELES, CAL.

Amy Lowell. 1st eds.

CARSON PIRIE SCOTT & Co., BK. DEPT., CHICAGO
A. G. Hopkins. Veterinary Elements.
Commentary on Science of Organization. R. J. Frank.
Gilber Sullivan. Cellier. Pub. Little, Brown.
Life of Mozart. Otton Jahn. Pub. Scribner.

CENTAUR BK. SHOP, 1224 CHANCELLOR, PHILA.
Sinclair Lewis. Our Mr. Wren. 1st ed.
Ludwig Lewisohn. Up Stream. 1st ed.
H. D. Palimpsest. Houghton Mifflin.
David Graham Phillips. White Magic. 1st ed.
James Branch Cabell. Something About Eve. Large paper ed.
First eds., in fine condition only, of Stephen Crane, James Branch Cabell, Joseph Hergesheimer, Willa Cather, Louise Imogen Guiney, H. L. Mencken, Emily Dickenson, Ambrose Bierce, Theodore Dreiser, Robert Frost, Eugene O'Neill, E. A. Robinson, Edna St. Vincent Millay, Sinclair Lewis, Edith Wharton, Carl Van Vechten, and William Beebe.

CENTRAL BK. Co., 93 NASSAU ST., NEW YORK
Picciotto. The Relation of International Law to the Law of England and of the U. S. of America. N. Y., 1915.
Fulton. The Sovereignty of the Sea. Edinburgh-

Books Wanted—Continued**CENTRAL BK. Co.—Continued**

London, 1911.

Willard, A. R. Legislative Handbook: Relating to the Preparation of Statutes with a Chapter on the Publication of Statutes. 12mo. Cloth. Boston, 1890.

CHAFLIN & KLEINBERG, 1282 FULTON ST.,
BROOKLYN, N. Y.

Ditmar. Reptile Book.
Loeb. Mechanistic Conception of Life.
Westcott. Life of John Fitch.
Four Epochs of Life.
Books Pertaining to Death.
Books on Spiritualism.
Peacock. Crotchet Castle.
Lytton. Pelham.
Maturin. Melworth.
Disraeli. Henrietta Temple.
Ainsworth. Rookwood. Routledge ed.
Book-Prices Current. Any issues.
U. S. Catalog. Any issues.
Dealers send catalogs.

G. M. CHANDLER, 65 E. VAN BUREN ST., CHICAGO
Dahlgren. Historic Mines of Mexico.
Pinkerton. Burglar's Fate; Criminal Reminiscences; Mollie Maguires, etc.; Professional Thieves, etc.; Spiritualists, etc.; Thirty Years a Detective.
Rawlinson. Herodotus. 4 vols.

W. G. CHAPMAN, 330 S. WELLS ST., CHICAGO
Christie. The Secret Adversary.

CHURCHILL BK. SHOP, ALVARADO ARCADE, LOS ANGELES, CAL.
Comstock. Confessions of a Heathen Idol. 2 copies.
La Bourienne. Napoleon. Vol. I.
Jean Thompson. Over Indian and Animal Trails.
Unzeln & Urquhart. Story Key of Geographic Names.
Henry James. Golden Bowl. Vol. I.
Nivens. Ancient Cities of Mexico.
Ancient, Curious and Famous Wills.
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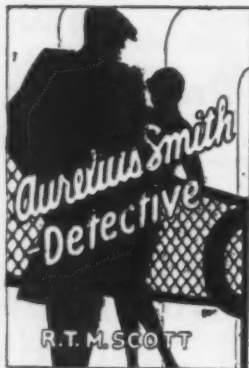
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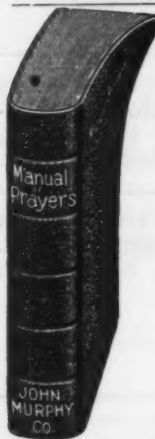
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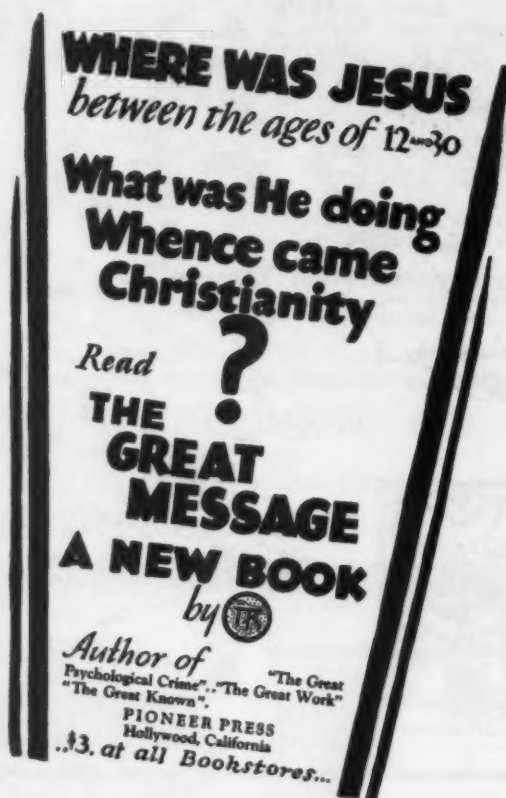
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